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THE IMPLEMENTATION OF A RADIO READING SERVICE FOR  
THE PRINT-HANDICAPPED AT KPBS-FM, SAN DIEGO

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A Thesis  
Presented to the  
Faculty of  
San Diego State University

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In Partial Fulfillment  
of the Requirements for the Degree  
Master of  
Public Administration

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by  
John Andrew Theodore  
Spring 1977

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W. Robert Buggie      3/24/77  
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Comp. 11/7/77





## ACKNOWLEDGMENTS

In this age of investigative journalism, it seems stylish for reporters such as Jack Anderson to condemn government mismanagement. Such criticism, however justified, is seldom directed at Public Radio and Television agencies. These dedicated broadcasters produce award-winning entertainment and enlightening programs with minimum public resources. Many of these professionals also donate their skills for fund raising and audience development.

When one is acquainted with the KPBS-FM employees and volunteers, their willingness to accept the challenge of a special service for sight handicapped seems natural. They committed themselves to establish a Subsidiary Communication Authorization and a staff to broadcast the special programs.

This thesis is a report about these people and the project they pioneered. It is also a tribute to unselfish acceptance of added demands on their skills and for sharing their very limited resources. As a team they met the challenge because they believed in the need for the service, they had confidence in their ability to succeed, and they chose action over rhetoric.





The courage of the General Manager, the incentive of the FM Program Director, and the support of FM producers and engineers permitted the project to proceed. Its Coordinator worked miracle after miracle to assure that it would succeed.

It is to this Coordinator, Margaret Vernon, that the thesis is dedicated. Without her efforts, skills, and motivation, there could have been little to report.





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## CHAPTER 1

### INTRODUCTION

#### First Considerations

The blind have several means of coping with their handicap such as Braille, a form of writing using the sense of touch, Talking Books, an audio-reading service on long playing records, special watches and calculators read by either touch or sound, and various aids to mobility such as canes and guide dogs. Newer aids have been developed such as a light probe, worn as a wrist watch with a plastic light sensing device along the index finger. This permits operation of switchboards and key telephone systems. Another is the "cricket," a directional sound device which permits precision in locating items to which it is attached, and widens a sightless person's scope of recreation by permitting cycling, skiing, bowling, and other similar activities. Beepball, beephockey, and beepgolf have been developed to permit both group and solo sports activities. While these are enjoyable and occasionally essential adjuncts to a sightless lifestyle, many handicapped have demanded more information about things going on in the world and community than they have been able to learn through





radio and television.

Sighted people are often unaware of the great redundancy which they enjoy in communications. Illustrations such as photographs, cartoons, and graphics add much to every article, even if the article is only scanned. Television film clips are extremely graphic also, even conveying unspoken information from body language of the subject. Radio tends to brief headline-oriented reports, with little depth and very thin coverage of local events.

Several areas of the United States have attempted to compensate for this lack with a new service for the blind, recently extended to sighted with physical inability to handle printed matter. These people, defined as "Print-Handicapped," include about one percent of the population.

The service's objective--to read to these people current news from local papers, magazine articles, and novels while still on best-seller lists--compensates for the communications from which they had been excluded. To bring these people back into the mainstream of life a means of communication must be enlisted. The questions which must be faced are which, and how.

Mass means of communication for sightless are limited to radio, television, tape recordings, and



phonograph records. Use of records is common but lacks immediacy. Television would be only partially useful to the blind and wasteful of the six megaHertz spectrum if sound is the primary purpose.

Radio has the most promise, but the cost of setting up the station and obtaining licenses, staffing, and continuous expenses would be prohibitive for a potentially small audience. AM and FM stations, to survive, must either sell commercials or have a large group of listeners willing to pay an annual fee to assure receiving programs without advertising.

Such use of a dedicated frequency and transmitting facilities is out of the question for a service which is both unendowed and does not have support from advertisers or a large body of sponsoring listeners.

A new radio service, "Subsidiary Communication Authorization," or "SCA," filled the requirement of an inexpensive medium. This unique service has several advantages complicated only by its requirement to provide receivers to each listener.

All FM stations have bandwidth sufficient to care for more than just a high fidelity sound channel. The FM frequency may be modulated 100 kiloHertz above and below its assignment. Within this wide spectrum normal voice and music requires only about 15 kHz to





reproduce all sounds most people can hear. By use of one 15 kHz channel for the left and a second for the right, concert-hall quality stereo is broadcast along with pilot frequencies for synchronization and stereo demodulation. Mono, pilot frequencies, stereo, and two guard bands combine to utilize only 118 kHz of a 200 kHz space. Since much unused band is available, SCA is assigned a slot at 67 kHz from which a 5 kHz communication channel is derived. The 5 kHz channel is not pure "high fidelity" but normal voice sounds are broadcast with excellent comprehension and clarity. Since it is an FM signal, static and interference are minimal.

The use of this "piggie-back" sub-channel involves a minimum of added resources at the FM station and it is relatively unnoticed by its "carrier." SCA therefore provides the best compromise to the cost-utility dichotomy.

The starting point for any organization which has decided to provide a Radio Reading Service is to convince an existing FM station to "host" an SCA effort. Commercial stations often rent SCA to music or private network services and charge several hundred dollars monthly for the privilege. Public Radio, however, seldom has the SCA committed, since it must be non-commercial. This helps explain the high ratio of Public Radio



stations which host SCA services to the print handicapped.

Many problems must be faced and limited resources surmounted before a group is able to get on the air. Solutions vary with circumstances, but the problems are common. Financing is fundamental. Minnesota's "Radio Talking Book,"<sup>1</sup> the most frequently studied reading service for print handicapped, had been funded initially by the Hamm Foundation. Their contribution financed a fully staffed and equipped start for service on June 1, 1969. Continued state support came from a Department of Public Welfare contractual grant of \$36,000, and user fees received from its very large group of listeners throughout the state.

When sufficient funding can be anticipated, goals may be set quite ambitiously. Since potential donors and legislative bodies do not care for generalities or blank checks, the 1974 plan for Philadelphia's Radio Information Service included a detailed cost study.<sup>2</sup> Their start-up costs were projected as follows:

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<sup>1</sup>Florence Grannis, "Radio Talking Book Service," The Braille Monitor, December 1974, p. 2.

<sup>2</sup>Michael E. Porter, "Financial Projections for Radio Information Services," (Unpublished Case study of Philadelphia Radio Information Center for the Blind, 1974).





Studio equipment and installation	\$20,455
Studio construction	65,400
SCA station equipment and transmitter modif.	3,985
Studio and office furniture	3,667
Office equipment	699
Telephone lines and installation charges	550
	<hr/>
	\$94,756

Annual wages and benefits for the proposed four-person staff were expected to total \$51,791 plus an estimated \$20,000 for operating expenses. Receivers were known to cost between \$50 and \$75 each.

Comparison between existing services shows that capital expenses have ranged from \$10,000 to \$100,000 and operating budgets from \$15,000 to \$75,000.

Another way to project potential annual costs is by averaging fixed costs per receiver placed as follows:

<u>Receivers</u>	<u>Cost</u>	<u>Receivers</u>	<u>Cost</u>
500	\$195	2500	\$64
1000	111	3000	60
1500	84	3500	58
2000	71	5000	56

When sufficient funding possibilities do not exist, other means of raising money or reducing need for it must be planned.

Funding simplifies staffing and facility procurement since broadcasters and administration personnel can be hired and equipment purchased, rather than seeking volunteers and donations. However, money alone will





not secure a unique person with intangible skills for working with handicapped. Such a person is essential to coordinate efforts in this specialized field. He or she must be a sensitive, compassionate, enthusiastic zealot for the project and its purposes, or momentum will not be maintained, even though it might be adequate at the start. Such a person is not necessarily for hire for the usual compensations. A group which does not have a commitment for public funding, therefore, may be able to obtain such a person for whom the service is its own reward.

Funding does provide physical resources from modest to elaborate, as in both Philadelphia and Minneapolis. When funding is not provided it must be replaced by ingenuity.

Common to both endowed and destitute SCA efforts is the need for studio space, office administration areas, equipment for studio and office, transmitter modifications, and receivers. If purchase is out of the question, borrowing is in order. Least flexible for both rich and poor setups is the purchase of receivers. The managers need either cash or the courage to buy on credit, even with uncertain income sources.

Unknown and unforeseen roadblocks, inconveniences, irregularities, and mistakes must be faced when



they occur because, while not predictable specifically, they are assured generally. The most likely will include rescheduling readers, lost reading material or pre-recorded tapes, station access and parking for volunteers, publicity efforts, development of a body of listeners, delivery, repair and pickup of receivers, frustrating delays, and failures of equipment.

Even when adequate funding is assured, getting started, including training and learning new skills, is challenging. With minimal or no funds it ranges between optimistic and impossible. In either event, minimum or adequate resources, a group which decides to meet the challenge must be exceptionally dedicated to the cause.

Funding for capital expense at San Diego was zero. No outside public or private group planned to underwrite either first costs or continuing expenses. Consequently, KPBS-FM-SCA became the only such service which was sponsored and supported by Public Radio and the Corporation for Public Broadcasting.

An application was made in 1975 to the Corporation for a three-way Radio Community Service Incentive Grant. The application covered programming for Senior Citizens, SCA, and Minorities. Requested was a fund of \$20,000 to be matched with station support from local sources of \$4,665 and support from the San Diego State





University Foundation of \$5,040.

The Corporation for Public Broadcasting grant was budgeted to provide \$3,000, plus \$300 from the station, for personnel in each of the three categories. Travel was budgeted at \$900, plus \$255 from the station, for each category. Public awareness was budgeted at \$3,600 for seniors, \$1,200 for SCA, and \$2,700 for minorities, matched by station support of \$1,450, \$600, and \$1,250, respectively. Also budgeted was the category of Hosting, \$265 for Seniors, \$265 for SCA, and \$270 for Minorities, matched by station funds of \$300, \$100, and \$200, respectively.

As the year progressed an interim report was filed with CPB requesting reallocation of the budgeted funds. The Minority program had been late in getting started, lower expenses than expected occurred in Seniors, and acceleration of SCA growth was beyond expectations.

Redistribution was authorized. When the final report of the grant period was completed, actual expenses were found to shift as follows: Underruns, Seniors and Minorities; personnel costs (\$1,800), travel (\$732), public awareness (\$3,346), hosting (\$147). Overruns, SCA; personnel \$3,446, travel \$702, public awareness \$2,557, and hosting \$147. Actual SCA expenses



for the period 7-1-75 through 6-30-76 totaled \$13,472, or \$6,852 over the original estimate of \$6,620.

The capital expense situation, while hopeless from the standpoint of funding, was approached differently. Equipment had to be procured and installed at both the studio and transmitter, but it did not have to be new. KPBS, accustomed to making the most of its minimum budget, agreed to share existing resources to the extent possible. In addition to the capital items, a staff had to be recruited, reading material obtained, readers enlisted, listeners enrolled and equipped with receivers, office space and arrangements secured, and a studio set up.

We will examine how, with minimum resources and maximum dedication of Public Radio and its volunteers, these challenges were met during implementation of the Radio Reading Service for the Print Handicapped at KPBS-FM in San Diego. We will also review the background and history of Subsidiary Communication Authorization, SCA, which made it possible.

#### Frequency Modulation Development

One is tempted to use a cliché to introduce this such as: "Little did Major Armstrong realize how his invention of Frequency Modulation would result in a Radio Reading Service for the Print-Handicapped." Such





a statement, however, would fail to credit the inventor's foresight. Major Armstrong developed a new modulation technique insensitive to electrical interference in an effort to avoid the annoyance of static which limited enjoyment of radio during its first decade of expansion. His invention, Frequency Modulation,<sup>3</sup> provided both freedom from static and improvement in fidelity.

The slow acceptance of FM by the public was partly due to policy changes of the Federal Communication Commission which switched frequency bands and limited output power of FM transmitters. In 1944 the present frequencies were frozen.<sup>4</sup> Following permission to increase output power, which increased potential audiences by widening coverage, FM started to develop today's great listening audience.

#### Subsidiary Communication Authorization

Major Armstrong, whose foresight was hinted at above, did envision use of the auxiliary potential of

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<sup>3</sup>Edwin Armstrong, "A Method of Reducing the Effects of Disturbances in Radio Signaling by a System of Frequency Modulation," Proceedings of the Radio Engineers, XXIV (May 1936), 1-5.

<sup>4</sup>U.S. Federal Communications Commission, Docket 6651, Table of Frequency Allocation, Federal Communications Commission Reports, KXXIX No. 0222 (Washington: Government Printing Office, 1944).





frequency modulation.<sup>5</sup> The FCC even permitted commercial exploitation for multiplex facsimile in 1940.

The auxiliary service's formal name, Subsidiary Communication Authorization, was familiarized to the shortened SCA. FM stations were permitted to use the SCA portion of their signal for special audio programs and sell them as background music and for other specialized programming. This sideline enabled many fledgling FM stations to stay financially sound while broadcasting material over the regular channel without sponsorship.<sup>6</sup>

FM broadcasters, after a twelve-year fight for acceptance of a specialized status for SCA, succeeded in obtaining a ruling from the FCC that SCA was not a broadcast in the usual sense but a point-to-point private communication system. New rules required each station to limit reception of its SCA signal to leased receivers tunable only to the station's particular frequency. Such sets, not available on the open market, were often fed into amplifiers and loudspeakers which covered the SCA customer's location.

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<sup>5</sup> Edwin Armstrong, "Frequency Modulation and its Future Uses," The Annals of the American Radio Academy, 1941, pp. 153-168.

<sup>6</sup> Walton N. Hershfield, "FM Musicasting--A New Industry," Radio and Television News, June 1957, pp. 128-129.



### Special Ruling for Educational SCA

Five major decisions by the Federal Communications Commission gradually opened the door for Public Radio's use of SCA. These decisions include:

1. FCC Docket 10823 established SCA multiplexing on Frequency Modulation in 1955.
2. FCC Docket 12517 set good engineering practices for non-broadcast activities on SCA in 1960.
3. FCC Docket 13755 permitted non-commercial educational FM broadcasting stations to engage in specified non-broadcasting activities on SCA in 1961.
4. FCC Docket 19079, 1970, widened the range of uses of FM multiplexing channels of non-commercial, educational FM stations.
5. FCC Letter 74-1212 defined applicability of certain sections of the Communications Act to Public Radio SCA, in 1974.

### Approval of KPBS-FM as Host Station

Aggressive and innovative Public Broadcasters, such as in Minneapolis and Seattle, took advantage of





SCA's permissive flexibility under the Federal Communication Commission Rules which had to be followed by the Public Broadcasters.<sup>7</sup> Station licensing and routines such as control of transmitter power, frequency and deviation and accurate maintenance of station logs were requirements.

All of these qualifications had been met at San Diego State University where Public Broadcasting Station KPBS-FM was in operation.

For several years professors of the Department of Telecommunications had been aware of and anxious to make use of the station's SCA capability for an educational purpose.<sup>8</sup> One proposal, unique to the San Diego area, was to broadcast the local educational television's sound in Spanish over SCA. The large numbers of Spanish-speaking people, both in California and nearby Mexico, made this idea attractive, but cost and distribution of the special receivers ruled out the plan.

KPBS-FM's studio and transmitter had been designed to permit operation in the monaural, stereo, and

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<sup>7</sup>Harry P. Warner, Radio and Television Law, (New York: Mathew Bender Company, 1948), p. 1110.

<sup>8</sup>Robert E. Peterson, FM Multiplexing--A Tool for Educational Broadcasting, (Washington: National Association of Educational Broadcasters, 1961), pp. 1-8.



SCA modes, when the proper modulation generators were added. Technology, therefore, was not a factor as decisions about the addition of a Reading Service for Print-Handicapped on SCA were considered. Unknown, however, was the extent of the need.

#### Survey of Need for a Radio Reading Service

During 1974 the Corporation for Public Broadcasting (CPB) surveyed a group of 96 people identified as visually handicapped who lived within range of KPBS-FM. The group surveyed consisted of 37 males and 59 females. They listened to their radios an average of 3.7 hours a day. Seventy-four admitted that they "watched" television newscasts and other programs for an average of three hours a day. Listening occurred during both day and evening.

Over 80 percent of the group could not use regular printed matter. A few did have some use of newspapers, books, and magazines. News sources were almost completely radio and television. Some had "readers" who supplemented these from printed sources. Nevertheless, almost half felt they did not have adequate access to local or international information. Most felt better informed about national news. Two-thirds did not make use of any rehabilitation services or special educational assistance. Fourteen had used job placement





services. Few used library services for handicapped. Two-thirds belonged to an organization associated with their handicap, but none had knowledge of its stand on Special Reading Services.

Several sight-handicapped organizations exist. Contacts during planning revealed that there was intense rivalry among them and distrust between them. The coordinator found out that if one group were to actively support Radio Reading Service, its rival would take the opposite position. These organizations were reluctant to support any activity for their members not under the group's control. They seemed to view outside ideas as threatening to their organizational management. Ideas such as Radio Reading were particularly hard to sell to groups which represent sight-handicapped. The term "Print-Handicapped" itself is irritating to some organizations which insist on representing the blind only.

Nevertheless, of the group surveyed by CPB, one-third had some education in special schools dealing with their handicap. Twenty percent were employed at the time of the survey, most outside of their home.

Vision was a handicap common to the entire group surveyed, but one in five had other physical handicaps. Half could read Braille. Three out of four used Talking Books machines while many used tape recorders as





scratch pads.

Their ages ranged from under 25 (12%) to over 60 (41%). Less than one in four had heard of special programs for print-handicapped, but two-thirds expressed interest in readings from daily local papers, current magazines, and best seller books and novels. While only 2% admitted getting any amount of information from newspapers, 62.1% desired such news. Other items of interest included special news for the handicapped, local shopping information, and travel programs.

When asked if they were interested in taking part in a reading service for the print-handicapped, 98% answered affirmatively. When asked if special receivers would be worth \$15 annually, 70% replied yes or maybe, 23% said no, 7% didn't know.

Analysis of the responses of the survey revealed:

1. A group of handicapped who strongly (98%) wanted more current news and information.
2. A need for the service over the full day.
3. Almost 70% who wanted the service enough to commit themselves to paying something for it.

Clearly the need was there. KPBS executives therefore were convinced to proceed with plans to



provide a Radio Reading Service for the Print-Handicapped supported by Public Radio using the Subsidiary Communication Authorization of KPBS-FM.

### Engineering Support

Modifications to Transmitter. Following the decision to support implementation of Radio Reading Service, a grant request was placed with the Department of Health, Education and Welfare<sup>9</sup> for a 67 kHz Generator-Modulator to adapt the existing RCA BFT 1E2 transmitter to broadcast the needed SCA signal. Approval was granted, and the SCA Generator-Modulator was purchased. Resources of the station were searched to identify items of equipment for the SCA effort, either held as spares or surplus. A studio-to-transmitter link which had been displaced when the main FM station converted to stereo broadcasting was located. Remote and monitoring equipment was diverted which provided regulating and monitoring amplifiers, control room access arrangements, and test equipment items. No SCA broadcast was permitted until the Federal Communications Commission's approval was granted.

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<sup>9</sup>U.S. Department of Health, Education and Welfare Form OE 323-1, 7/74, Application for Federal Grant for Non Commercial Educational Broadcasting Facilities.





FCC Notification. The application for Subsidiary Communication Authorization, FCC Form 318, was filed by KPBS Engineering Office in time for the intended service date. Transmitter model, sub carrier frequency, means planned to control receivers, purpose of the SCA operation, call letters and location of the existing station were supplied to the FCC.<sup>10</sup> This form is illustrated as Appendix A.

The FCC also required a map of the expected coverage of the station's signal. Using known transmitter output, antenna gain, receiver sensitivity, and the range over which the signal was expected to be adequate, an overlay was created which showed the approximate area to be covered and expected signal strength. These contours are illustrated as Appendix B.

Station engineers set up routines to perform the same surveillance for SCA as for the main channel. Required paperwork was initiated to cover all legalities and FCC regulations.

Testing and Alignment. KPBS-FM engineers aligned and tested the new equipment arrangements.<sup>11</sup>

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<sup>10</sup>Harry P. Warner, loc. cit.

<sup>11</sup>W. D. Sargent, "Swept Frequency Techniques in Broadcast Measurement," Broadcast Engineering, June 1969, pp. 12-20.



They set up the studio-to-transmitter link between the control room and the transmitter at the top of Mt. San Miguel, a few miles southeast of San Diego. The mountaintop site proved to be a blessing, since it provided coverage over the greatest amount of the area intended to be served. It was one of the few sites which provided an excellent signal into El Cajon, an inland city located in a box canyon, which was both heavily populated and fast growing. A small strip of the Southern California coast around La Jolla, however, is the exception to a good signal. The area is shadowed by Mount Soledad, a slight rise east of La Jolla.

The next challenge faced by the Host Station was an area from which to actually broadcast, a studio.

#### Studio Support by the Host Station

After completion of transmitter modifications and station monitoring arrangements, an area in KPBS-FM's offices had to be arranged and equipped as a studio for SCA broadcasting. The book value of the many items borrowed from spares or standby equipment for the mini-studio was considerable, as listed below.



Studio Equipment	<u>Value</u>	<u>Source</u>
Shure M 67 Mixer	\$ 181.20	TV Truck & FM Remote Equipment
Shure M 675 Pre-Amp	167.40	TV Truck & FM Remote Equipment
EV RE11 Microphone	110.70	FM Remote Equipment
Sony 366 Tape Recorder	399.95	From General Manager's Office
McMartin TR-E5 SCA Rec/Mon.	110.70	Purchased and Modified
AKG K140 Headphones	50.00	RM Remote Equipment
Visual Cart Playback Machine	600.00	Out of AIR Operation
Broadcast Processing Channel		
CBS Volumax Pre-Microwave	695.00	Off "ON AIR" Channel
CBS Volumax Pre-Transmitter	695.00	Off "ON AIR" Channel
CBS Audiomax Pre-volumax	695.00	From a Production Booth
Shure Audio Master	107.45	FM Remote Equipment
Studio-to-Transmitter Link		
Mosley PCL 303	5,000.00	From Mono Station
<hr/>		
Total Value, Borrowed Equipment	\$8,811.65	

Studio space also was borrowed. One FM production booth was adapted for the SCA readers. Studio equipment was wired together and a lighted ON-THE-AIR sign placed over the door to the studio. FM engineers





proved both resourceful and innovative as they arranged necessary line monitoring at the main station's master control point.

The initial layout was such that SCA access for the readers was past the control engineer. This provided both surveillance ability to the parent station and a degree of assurance for the novice broadcaster.

Although the area was cramped, it was functional and helped to prove that an SCA operation is possible on a shoestring.

Announcements for opening and closing the morning and evening periods of reading, station breaks for the hour, and a few short interludes of music for the convenience of the readers were required. A KPBS-FM professional, who was himself print-handicapped, made these with more than typical devotion to duty on "Carts," or single track endless tape cartridges, which were simple for the readers to interject at the required times. These professional interludes added a slickness to the service.

Support was not limited to facilities inside the station; an essential outside rearrangement was a necessity also. This essential was parking. San Diego State University is located on a mesa bordering Mission Valley, criss-crossed with a network of canyons. Parking is



regulated. All students, faculty, and staff purchase parking permits. Campus police check these frequently. Most of the readers did not have parking permits and had to obtain daily one-time passes. While it was possible to find a spot, it might have been a quarter of a mile away from the studio and across a canyon or two. This was a burden many volunteers could not handle physically. It also was very bad on schedules. As the quantity of readers mounted each day and they realized that a pass was not much more than a hunting license, nearby parking always available for rotating readers became a crisis.

KPBS therefore arranged with campus maintenance forces to create seven parking sites out of a lawn area next to the studio. Two were reserved for handicapped, and the five remaining spots posted as requiring special passes from the FM or Radio Reading Secretary each time used. Abuse has been minimal and control effective since campus police check the spots regularly and cite those improperly parked.

### Receiver Selection

Design Requirements. Broadcasting would be pointless without receivers in the hands of listeners. Regular FM sets do not work on SCA because they have circuits built in to block the sub-channel before





detection. These circuits, SCA traps, are filters tuned to the 67 kiloHertz of the SCA sub-channel and remove the SCA signal from the receiver's output.

A receiver designed to tune the SCA signals and provide an audio output must be of unique design.<sup>12</sup>

Sensitivity must be very high, since the SCA portion of the transmitted signal contains only one-tenth of the power of the main channel. Public FM stations also are usually of low powered output. Both situations combine to limit the expected received signal level.

Most SCA sets are arranged to switch between SCA and the regular FM station. This broadens the set's usefulness and provides a simple means to know that the set is working and the transmitter is on the air when SCA is not being broadcast. Managers of the "host" station support this, as it increases their potential audience.

Features and Options. Sets built with only one channel capability are designed with a precision crystal which locks the set to the station's frequency. Other sets are tunable over the full FM band between 88 and 108 megaHertz. These could pick up any regular FM

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<sup>12</sup>James Blake, "A Review of FM Multiplexing and SCA Principles," Broadcast Engineering, September, 1964, pp. 12-83.



broadcast and SCA signal within range of the receiver.

Sets are also available which provide only the SCA signal. Some areas of the country, such as the State of Minnesota, use such sets because there is a very complete schedule of broadcasts over the SCA service. This option is also used if the SCA broadcaster does not want competition from the main channel. It is also a useful technique when listeners are quite feeble or senile and find the choice between main or SCA confusing.

Choices of sets are limited by local technical and political situations. Considerations in the selection of a suitable receiver include:<sup>13</sup>

1. Operational simplicity. Tuning and SCA switching must be very simple since many print-handicapped are elderly and physically handicapped.
2. Cost should be minimal but balanced against quality and the features required.
3. A muting (squelch) circuit may or may not be required. If the transmitter is in operation for most of the day and the set is

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<sup>13</sup>Robert D. Watson, "Some Thoughts on SCA Receivers," (unpublished experience report to Minnesota Services for the Blind, St. Paul, 1974).



is arranged for SCA only, squelch may not be needed. If hours of SCA transmission are limited and the set provides capability to switch to the regular channel, squelch control will make the listening more pleasant by eliminating loud background noise when SCA is not transmitting. Addition of squelch circuitry, however, makes the set more expensive, adds complexity, and reduces its sensitivity.

4. An outlet jack for a headphone should be provided to permit private listening when desired.
5. Connection to an external antenna should be provided in case the receiver location is poor and the signal level too low for satisfactory reception over the built-in telescope antenna.
6. Audio quality must be excellent. Speech intelligibility is not the sole criteria. As Watson<sup>14</sup> has pointed out, unless distortion is minimal and quality high, listener

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<sup>14</sup>Robert D. Watson, loc.cit.





fatigue will occur and users will avoid long periods of listening.

7. Maintenance and reliability should be optimized by use of high state-of-the-art circuits, including integrated and modularized units.
8. Appearance and cost of operation should be considered from the standpoint of users. If power drain is insignificant, cost to the user will be also. If the set is of compact and attractive design, users will tend to keep it in a handy location and develop habits of regular listening.

Evaluation and Selection. Available sets were reviewed by the engineering staff of the main station for recommendation to Radio Reading Service. The above considerations were examined under the situation at San Diego State University's Public Radio facility, contemplated hours of operation, area of expected coverage, content of the regular FM station, demography of the potential users, and plans for fund-raising. Requests for bids were sent to the top choices, Johnson Electronics, MarComm, and McMartin, based upon study of their specifications and a review of samples.



The McMartin model TR-E5 was selected as the best choice. The TR-E5 is an attractive, walnut-finished set, 10 inches wide, 6 inches high, and 8 inches deep, with a telescoping antenna at the rear. It is highly sensitive. A single knob on the front controls both ON-OFF and volume. A slide switch on the rear selects either the regular or the special channel. A headphone jack is built in, as is a very effective squelch circuit. Power drain is only 5 watts, so low that most users will not notice its cost of operation. Audio quality is excellent. Receiver design uses advanced techniques and set layout is arranged for simplified maintenance. In areas of the United States where there are large quantities of these models in use, they have proven to be virtually trouble-free.

Funds to purchase the sets were borrowed from the San Diego State University Foundation. A contract for staggered delivery of 100 receivers was made with McMartin Corporation of Omaha, Nebraska, at a price of \$77.00 each.

In January, 1976 a purchase order was placed with a second manufacturer, MarComm, for a total of 250 units. MarComm's assembly plant, located in Ramona, California, about 30 miles from KPBS, was very convenient, and their price of \$66.00 each at the quantity of





250 was competitive. Both sets have performed well.

MarComm developed a less expensive model which was ordered during the second half of 1976.



## CHAPTER 2

### ADMINISTRATIVE PROBLEMS AND SOLUTIONS

KPBS executives did agree to sponsor an SCA effort at San Diego State University's Public Radio station. The General Manager, who had overall television and FM responsibility, was effectively supported by his FM program director who headed the FM operation. Their objectives were to prove that an SCA public service was needed and could succeed under only Public Radio and Corporation for Public Broadcasting support. In addition to sharing FM's broadcast facilities and inclusion of SCA in their incentive grant request, the station managers had the problems of locating a staff and leader to coordinate the added SCA effort and obtain receivers through local financing.

#### Personnel and Staffing

Coordinator. A highly motivated and enthusiastic volunteer was identified and asked to coordinate implementation of Radio Reading Service at KPBS-FM. KPBS management's choice could not have been better. Experience has shown her to be exceptionally qualified in areas which turned out to be essential but had not been



defined in advance. Her ability to motivate an unpaid staff of volunteers and her skill in choosing the right people to get jobs done has been classic.

Directors. The volunteer corps of the Public Radio Stations supplied several people who were asked to assume responsibility for specific areas of SCA operation. These areas included programming, reader selection and scheduling, speakers bureau, and development.

The development chairman was asked to enlarge the group of listeners by locating and enlisting potential users from the print-handicapped community, estimated to be about 5,000. The program chairman's job was to arrange program content and schedule. The reader chairman had to match needs of programming with readers and arrange their scheduling. This person also had to provide for coverage when readers were not able to make it at their scheduled time. The speakers chairman was to arrange for publicity through speaking engagements and to use these talks as opportunities for fund-raising, volunteer recruitment and additional listeners.

The enthusiasm of the volunteer staff was contagious, both among SCA volunteers and the main station staff as well. Directors were often called upon to pinch-hit for each other and all filled in for missing readers at odd hours.





Frequent meetings were called by the coordinator to keep plans and objectives moving in the same direction and to review progress. Organizational structure of the main and SCA KPBS stations in mid-1976 is charted under Appendix C.

### Volunteers

One of the most frequently asked questions of KPBS managers by others in Public Radio is, "Where do you get your volunteers?" KPBS-FM and its sister station, KPBS-TV, have long been envied because of San Diego's outstanding support. Volunteer support for both the radio and television stations has always been active and enthusiastic. Volunteers have helped during annual membership drives, performed many individual jobs around the stations, made speeches encouraging support of the stations, and enriched program production with their multitude of skills, particularly at the FM station. Among these volunteers were many who saw in Radio Reading Service something they wanted to help any way they could.

One of the luckiest transfers from the volunteer ranks was, of course, the woman who became Radio Reading Service's energetic coordinator. In addition, among the first readers were several from the main station volunteer corps. As word of mouth and media publicity



described the opportunities in Radio Reading Service for many more volunteers, natural "ham" tendencies combined with a belief in the value of the service convinced hundreds of people to step forward. Readers alone have been above the one hundred mark from the fifth month of operation. See Figure 1 for a chart of reader growth.

The coordinator contacted the Telephone Pioneers of America through the president of the San Diego Council. Pioneers are an industrial volunteer group deeply involved in community services. The San Diego and Palomar Councils, which operate over the area Radio Reading Service was expected to serve, had a ready-made group of fifteen hundred people who had demonstrated support for similar causes. The San Diego Council committed itself to the task of placing, picking up, and repairing receivers. The staff was grateful to have had this critical function reliably covered. Many Pioneers, while initially only involved in work with the receivers, took additional responsibility. They became active as chairpersons, readers, and program producers. Those who became more active frequently involved others from their circle of friends and family.

Volunteers came from fields as diverse as the retired military, an important group in San Diego, and the university student body. Volunteers were about





equally divided between males and females. Their ages ran from a high school sophomore to an octogenarian. Many were retired. Others were homemakers and available only during the day. One young woman read regularly, and while her tonality was unique, listeners were unaware that she was completely deaf. The staff engineer-announcer, who was himself print-handicapped, in addition to his announcement carts, helped in numerous other ways, well beyond his duties. (Plans to engage him as the Radio Reading Service staff engineer were ultimately realized.)

San Diego is also a U.S. Navy town. A representative of their Helicopter Squadron 10 asked the coordinator how their group of craftsmen could help. When informed of a need for construction work to rebuild an office area into a studio for SCA, more sailors volunteered than there was space to use them. An efficient team of several HS-10 craftsmen came "on-board" for several days and remodeled the office into an attractive and functional pair of rooms for a broadcasting studio and a control room. These rooms have worked out well and were sound-tight with double glass partitions to permit normal studio control room operation. The FM Program Manager spent many frantic hours getting supplies in order to keep ahead of the Navy workers.



KPBS staff, San Diego State University faculty and Foundation advisors, might answer envious people with less success in gaining volunteer support by pointing out that the effective support of Public Radio and Television volunteers stems to a great degree from the concentration of unselfish citizens living in the San Diego area. Hundreds of these special people have kept promises and continued to help, both on the air and behind the scenes. Recognition of their value to Public Radio, Television, and SCA has been shown each month through excellent publicity in the Volunteer Service and Activities columns in the "KPBS Guide." This top quality publication lists all television, FM, and SCA broadcasts for the month. There are provocative reviews for the over 20,000 San Diego members who contribute \$15.00 a year in support of alternative programming. Radio Reading Service was originally covered along with other volunteer activities in the "Volunteer Voice" column, but as it expanded so did its newsworthiness. A column for only the Radio Reading Service has been added to the "KPBS Guide."

### Signing Up Listeners

All SCA services for handicapped have a different problem than regular radio stations. In addition to working with volunteers, generating its own programming,





and procuring reading matter, the service must place receivers in the hands of potential listeners. Of the initial 25 sets, only about twenty were available for placement, since some had to be used for signal surveillance and demonstrations. The score of sets had to be placed before the on-the-air date.

The Telephone Pioneers assistance during this beginning phase had many facets. Borrowing ideas from existing similar services to the print-handicapped, they prepared an application for potential users. Specific information such as name, address, and phone number was obvious. Not so obvious, however, was the requirement for certification of the applicant's print-handicapped condition. Each applicant was asked to have a friend, relative, social worker, or doctor indicate on the application the category of vision or physical impairment and certify to it by co-signing the application. Blindness obviously qualified, as did vision impairment of 20/200 or less in the poorer eye uncorrected, a diameter of vision less than 20 degrees, or a physical inability to handle written matter.

An application covering these points was hurriedly typed and reproduced. It did serve to sign the first group of users and permitted distribution of all available sets, but as with most hurried jobs, was found





to be in need of several improvements.

Several generations of applications were produced. The latest, shown under Appendix D, has been divided into three sections: the top for the applicant, the center for the certifier, and the bottom for the installer. In addition to essential information, some additional facts were requested from each applicant. Asked but not required was statistical data such as age, sex, and educational level.<sup>15</sup>

Most applicants were very cooperative in supplying the data. It had been explained in the accompanying letter that its use was to allow the Radio Reading Service staff to plan readings and materials with some knowledge of the demographic and educational spread of the population served.

The first score of listeners were sent, along with the application, a brief longhand note asking them to have the information entered, obtain certification, return it to the Telephone Pioneers in an enclosed envelope, and added that the Pioneers would then deliver their set. Delivery being dependent upon return of the application, they were all returned promptly. The first

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<sup>15</sup>One applicant, a college girl with a sense of humor and possibly in mock seriousness, replied under "sex," "Of Course!"



score of users were among those who had been most anxious to try the new service.

### Getting the Sets Out

The first eager applicants included males and females, ages from the 20's to 80's. Education would have averaged college level, but one had only elementary school, while several had graduate degrees.

As applications were returned, Pioneers who lived in the area of an applicant were asked to deliver the set and teach its simple operation to the user. Regular FM broadcasts were used for instruction, and the MAIN/SCA switch was practiced a few times by each user to get its feel. The installer recorded the receiver's serial number on the application, attached a label to the rear of the set with a telephone number to be called for comments on the program or if the receiver failed to operate. All this was discussed with the applicants who seemed anxious to start "reading" as soon as possible. The staff learned that users didn't "listen," they "read."

Access to handicapped homes is often a sensitive item. They are more able to be taken advantage of than non-handicapped persons and therefore become rightfully cautious. However, most relaxed when they heard that Telephone Pioneers were to deliver their set. They were





familiar with the Pioneers from talking book delivery and repair contacts, so the visitors were made welcome. Pioneers took advantage of each contact by checking into the condition of their talking book machine. These slow speed record players were used to "read" books and other literature on records. Serial numbers were recorded, and they checked for an up-to-date repair-contact tag with the correct telephone number for the area. If the talking book was not working properly the installer arranged for it to be corrected. The functions of talking books and Radio Reading Service did not overlap. Both were useful for their own best purposes.

Instructions to the installer were originally verbal. As the area covered and quantity of deliveries increased, delivery often became third hand. A list of instructions was created to fill the gap of distance from the Pioneer Chairperson to the installer. An early version of this is shown under Appendix E.

The first group of applicants had been informed that sets were to be tried out for a month and then possibly rotated to others. They had also been told that when there were enough sets each could have one permanently. They were then to be asked to help defray some of the related costs, such as provision of schedules in Braille or large print, tape for studio recording of



best seller book readings, and mailing costs, with an annual fee of \$15.00. They were made to realize that they could not "own" the receivers because of FCC rules governing SCA broadcasts. Even though they were not asked for the fee at delivery, several insisted on paying for their set at that time. A few even donated additional funds so someone else might be able to "read" also.

Fortunately, accelerated delivery of receivers because of successful fund raising efforts made it unnecessary to rotate the special sets. The initial group of listeners was enthusiastic, and most continued into the second year.

Placement of sets varied from month to month. Net placement by months is shown in Figure 2. Cumulative set placement to November 1, 1976 is shown under Figure 3.

#### Programming and Scheduling

Simultaneously with placement of the receivers, other volunteers at the station completed details of scheduling and programming. People who had volunteered to become readers were each required to prepare an application and take an audition reading a few articles and a list of one hundred words. The audition was not meaningless. Those who were both motivated and



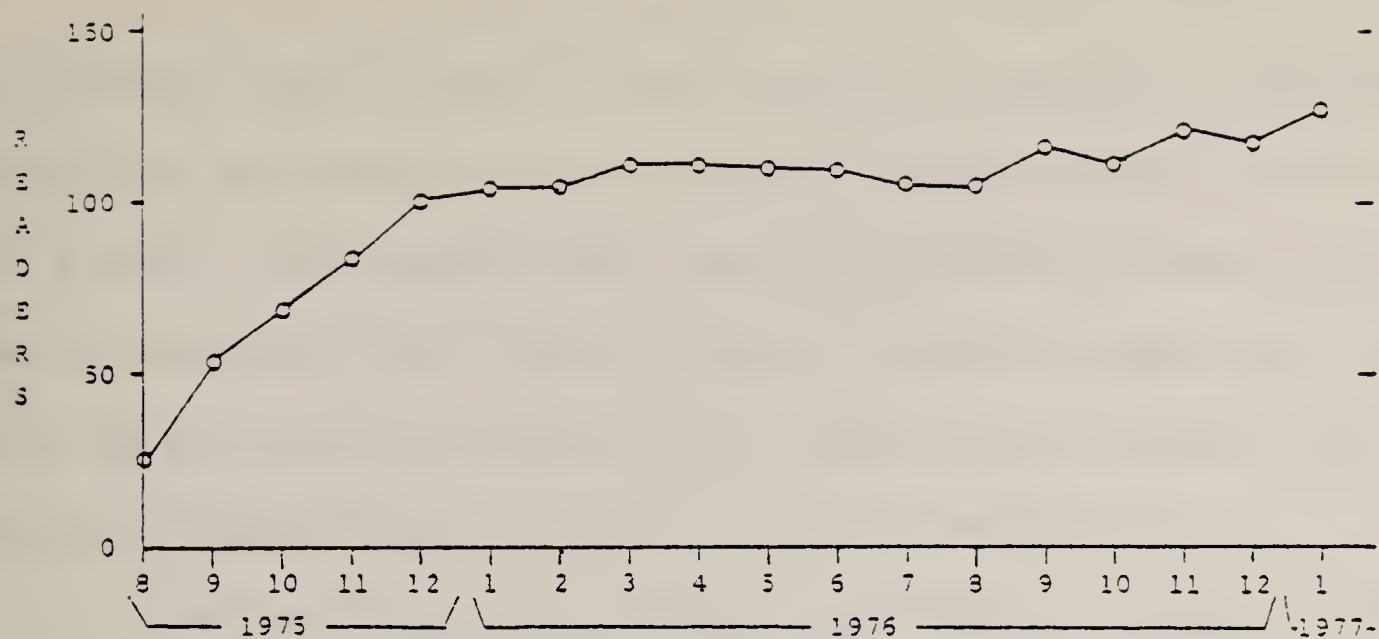


Figure 1. Volunteer Readers - Monthly

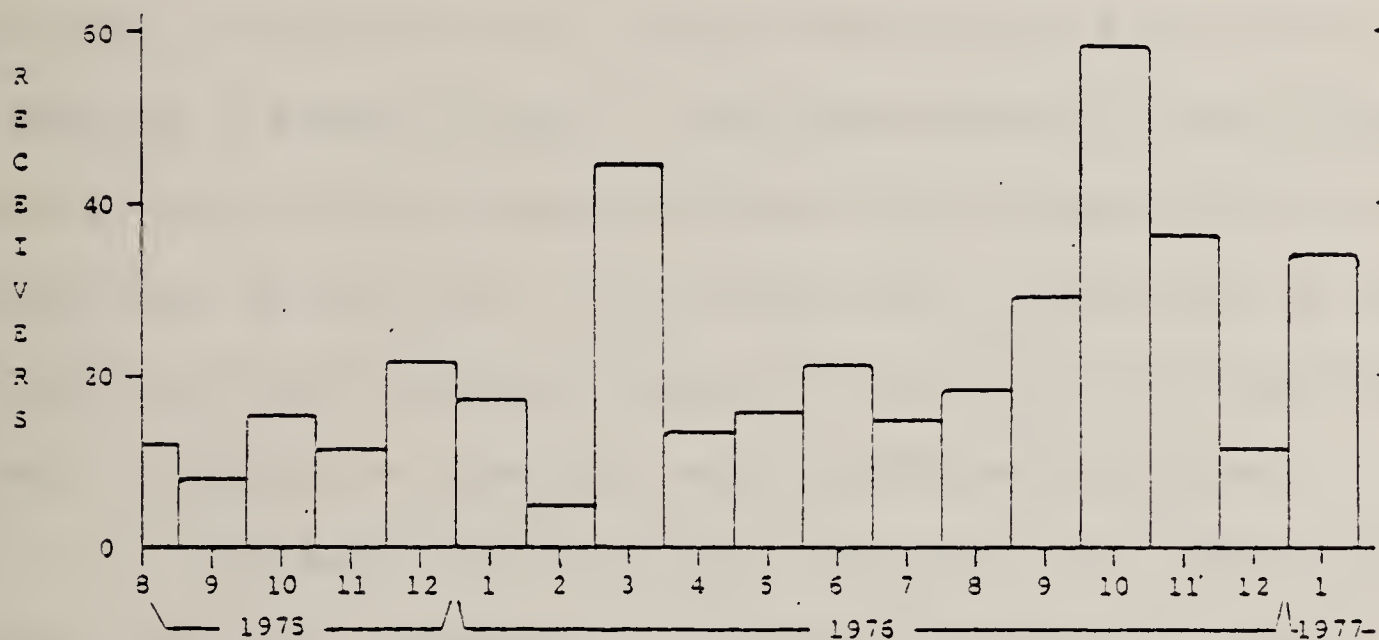


Figure 2. Receiver Placement, Net - Monthly

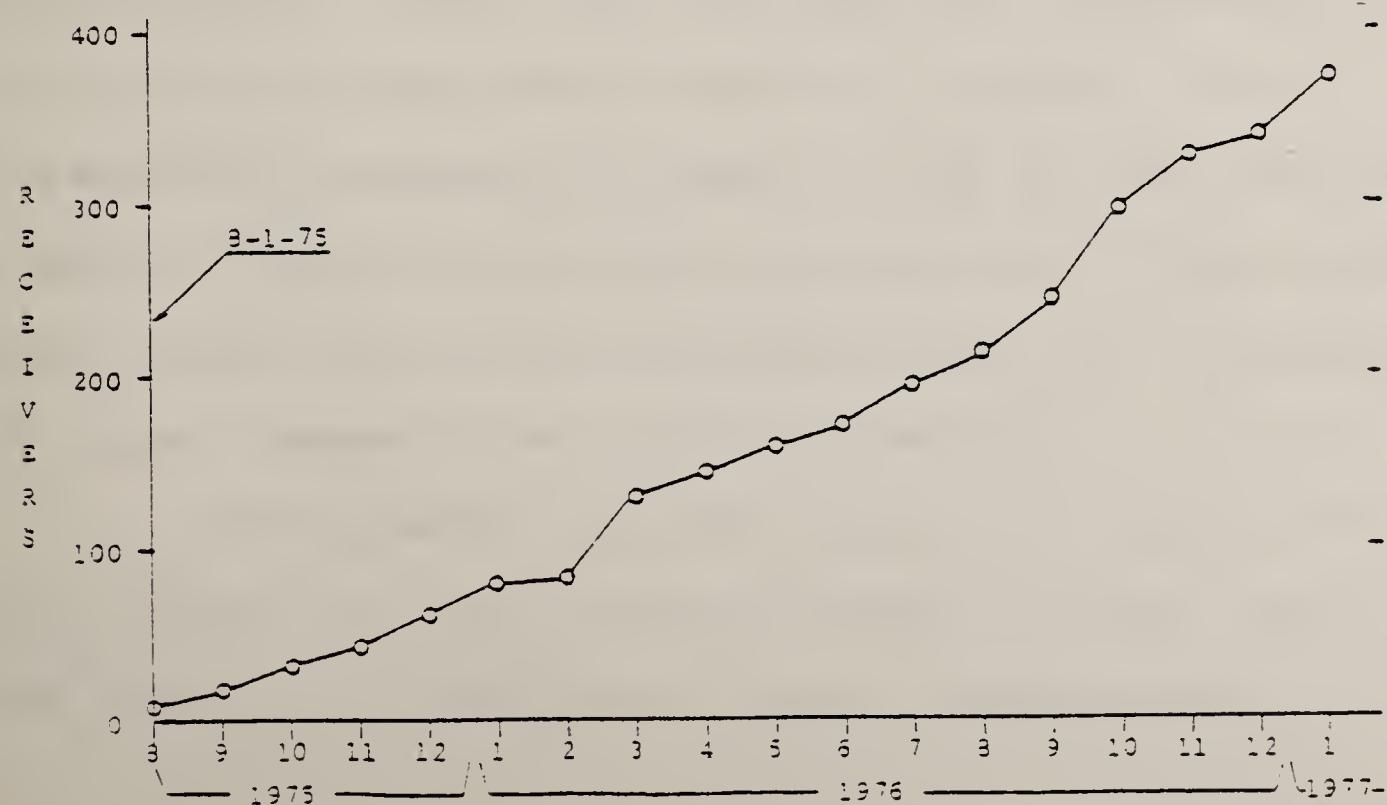


Figure 3. Receiver Placement, Net - Cumulative





competent were placed on the reading schedule. Competition was as strong as if a highly sought-after job was at stake. The coordinator and staff were certain that the success of the Radio Reading Service would rest upon the skills of its readers. An application blank used to enroll reader-volunteers is under Appendix F.

Scheduling of readings was done by pairs in most cases. It was confirmed, similar to other areas of the country, that listeners prefer the contrast between a male and a female voice. The change was not only pleasant to hear but alerted listeners to a change from one news item to another. A listener not interested in an item would be instantly aware of the start of something new. As many as possible were scheduled together.

Initially broadcasting was only four hours a day. This required scheduling at least 28 persons a week. Reading twice a month was the hoped-for assignment cycle, but with more than enough readers to assign, it was occasionally necessary to permit a few to read only once a month. Until the problem was explained to the readers, some thought that they were being eased out! The surplus of talent caused a new look at scheduling.

Shortly after the first couple of months, to use more readers, to give better coverage to news, and to add reading of a best seller novel, broadcasting



expanded to seven hours a day. Best sellers were read for one hour during the evening and repeated the next day on tape. Readings from the Los Angeles Times was added between 11:00 AM and noon, followed by the tape replay of the previous night's best seller.

In December 1965, again additional hours were added to the daily schedule. The best seller reading was extended to two hours and a new series of different one-hour programs was added between 11:00 AM and noon, Monday through Saturday. This new schedule permitted expansion in response to demands of the Advisory Council to almost ten hours daily but did not require additional readers. This was possible because the book reading was simply extended to a more natural cut-off point and the specials were, for a great part, on tape. A few volunteers behind the scenes, however, were busy with their one-hour productions. Some of these were very involved and required up to ten to twenty times the on-air time in production. This work, both at and away from the station, used volunteer time and resources at no cost to either SCA or the main channel.

Appendix G illustrates typical reader assignments for one month.

### Specialized Programming

The hourly segments between 11:00 AM and noon





provided opportunities for several volunteers to produce varied programs of special interest. These productions, which differed daily, used the talents and resources of individuals to produce programs which were entertaining and also offered a bonus of local information, education, and nostalgia. A special show just for women included grooming hints and other useful ideas. The "Word to the Women" girl-talk was so polished that its producer was drafted by the main station to produce spots during regular FM broadcasts.

Included during these hourly programs were food ads and specials from San Diego Thursday newspapers. This made it easier for sightless homemakers to "shop around" for bargains and stretch their budgets, too. The food ads and specials were a very important hour for many listeners. More listener response pertained to that particular segment than to others. Frequent calls emphasized the importance of the food and special advertisements. Many listeners said that they tape-recorded the program. Listeners also urged that advertisers be read in the same sequence each week, a routine which was followed.

"San Diego on Tour" was another subject of the hour specials. A sighted broadcaster assisted by a sightless host or hostess and armed with a portable tape



recorder, would visit a place of interest or attend an event and describe it in terms of their senses. They took an air flight, toured a tuna seiner, and had a special visit to the Freedom Train which was so thorough that it took three weekly hour programs to play the edited tapes. The team also reported on housekeeping aboard a sailboat and went for a sail.

The object of this series was to design tours which made it easier for sightless to partake of local opportunities. That it succeeded for one listener was shown by her enthusiastic feedback. She reported that following an audio trip of San Diego's famous Balboa Park and Zoo, she had impressed a house full of visitors by taking them through the same tour, almost as if she were sighted.

Nostalgia had its turn on SCA, also. Selected old radio shows from one volunteer's collection, classic short stories read by one of the regular station's professionals, and science fiction yarns satisfied the yearning for something familiar, yet ever new.

Selections from magazines filled one hour which went all too quickly for the available material.

Each day's scheduled readings had slots for announcements of special interest to the print-handicapped. Occasionally an item of particular importance





to the handicapped was passed on from a national source. Legislative and agency administrative law changes were of special importance.

Very specialized programming was prepared in advance by the staff volunteers for the 1975 Christmas holiday period. The programs were topical, shared items such as the famed "Amos 'n Andy Christmas Show," season poetry read by accomplished readers and a special reading of Dickens' Christmas Carol. Many hours were spent by the cast of SCA volunteers who rehearsed and polished the reading to produce a memorable event. The special holiday programming was produced to avoid the necessity of readers spending the holidays away from their families, and as a Christmas gift to the listeners. The volunteer Program Chairman, however, was at the station almost continuously both during Christmas Eve and Christmas day.

#### Reader Broadcasters

Each book reading was simultaneously recorded. The reader therefore had to learn a little about recording and how the equipment was supposed to be operated. This included operating the cartridge player used for station breaks, recorded announcements and musical interludes. Also the microphone ON/OFF/PAUSE switch, gain settings, playback of the reel-to-reel recorder, and





monitoring of the signal level both within the studio and off the air, were added skills with which each reader tried to become familiar.

Training of readers in technical skill areas was a problem which had to be solved. Readers were asked to come early during which time staff members, assigned as directors of the day, would give instructions on equipment operation. New readers were scheduled along with more experienced. Detailed written instructions were attached to the various pieces of equipment. Several Saturday meetings were held for readers where, in addition to items of general interest, studio operation and related questions were discussed.

Many readers adapted to the technical challenges but some just could not cope. These few, therefore, were paired in assignments with other persons who were more technical.

Training efforts resulted in one important lesson, however. Simplicity of operation was absolutely essential.

Reader-technician was the way of life for the first year of operation. Mistakes were made, such as reading with the microphone turned off, failure to turn it off at the close of a period of reading, annoying noises from paper shuffling while reading and incorrect



setting of level controls. On occasion a best seller reader, particularly when one of the directors filled in, would forget to turn on the tape recorder. When detected, the guilty one had two choices, either remain after the broadcast was completed and re-read the book into the tape recorder, or return the next afternoon and read live.

Several women found it more convenient to come to the studio ahead of time and record the evening best seller chapters in advance. This permitted volunteers to be home during the evening and yet take part in their reading assignment.

#### Program Material and Advisory Council

The coordinator and her directors had been aware of the undesirability of setting up the reading program without consulting the people being served. There had been contacts in an unofficial manner, but after the getting started pains subsided, the coordinator, working with several key sight-handicapped people, established a Program Advisory Council which met monthly at San Diego's Blind Recreation Center. Monthly meetings between the Council and Directors reviewed programming, examined options, and made recommendations for changes and improvements. They also reviewed all the best seller lists and set priorities for the books to be





read. Their input, often coinciding with decisions made by the staff, urged continuation of news articles and sport reviews read all the way through without editorializing, bridge columns, comics, financial reports, weather around the country, editorials and specialty columnists such as Irma Bombeck, Jack Anderson, Ann Landers and others. They vetoed continuation of obituaries but asked to add Billy Graham and religious news for the weekend.

Their thrust reflected a need to get into the mainstream of local and national events to a depth denied them because of their handicap.

Best sellers were more controversial.

### Best Sellers

Few of these books were available in Braille or tape while still on the best seller list. One girl pointed out that she would like to be able to discuss new books with her friends while the book was still current, not in six months when available in Braille but no longer a topic of conversation.

Many modern novels use obscenities liberally and discuss sex themes explicitly. The Advisory Council insisted on no form of censorship, however, either by deletion of certain books or changes while reading. Since some books were touchy, it was necessary to



mention this in the letter which accompanied the application to avoid embarrassment to the user. The topic was brought up to readers also, in case one might object to reading X-rated books aloud. Almost all had no objections.

Readers who read best selling novels were selected for their excellence in reading and ability to convey the emotion of the book along with the words. Several were semi-professional thespians who put their acting skills into the parts of the books they read.

Some listeners reported that they didn't like the X-rated books themselves but wouldn't deny those who did want to "read" them their opportunity to do so. Among these open-minded people were a retired priest and a retired school teacher.

By the spring of 1976, programming expanded to twelve hours a day. The extra two hours were filled by introducing a second best selling novel. Instead of reading one book for two hours, which proved to be a little too long both for readers and listeners, periods of one and one-half hours were established for each. The extra time permitted introduction of a fiction and a non-fiction book each day. This also improved chances of providing for diversified tastes of listeners. A local book distributor provided the books at no cost.





Before each book was read it was standard routine to express gratitude to San Diego Periodicals for its loan.

Rotation of readers and some pre-taping required close coordination of readings. Each best seller reader was required to write a short synopsis and leave precise instructions to the following reader as to where to start. The synopsis was read aloud by the reader before starting into the book to give continuity to daily readings. Coordination of the tape recording as well as the reading itself was essential. Readers posted dates, times, and names on each tape container, which was then updated by their successor.

Since each book was read during the evening and repeated on tape the next day, a listener could enjoy a night away and catch the missing chapters later.

Books selected to be read varied from Woodie Allen's very short Without Feathers, which was read in two sessions, to the monumental Age of Napoleon by Will and Ariel Durant, which took over a month. As Shogun was read readers made the most of their acting ability with the Japanese, Portuguese, Dutch and English accents. More like a play than a reading, it has been regretted that lack of funds for tape and storage facilities prevented such professional performances from being fully recorded and retained.





Programming became carefully structured so that the periods of reading coincided with the programs in Braille and large print in the hands of listeners. Segments ranged from one and a half hour best seller readings, stopping only for station breaks, to short spots from the newspaper of less than one minute. Since newspaper reading was done in teams, one person was able to hunt ahead in the paper quietly and be ready to read the next item while the other finished reading a different part. Appendix H shows a typical program schedule that the readers had before them during December 1975. Timing of readings to agree with the schedule has turned out to be fully predictable.



## CHAPTER 3

### DEVELOPMENT

#### On the Air and Early Development

With considerable publicity Radio Reading Service began broadcasting at 9:00 AM, August 1, 1975. The first voice heard was that of the coordinator.

Applications grew among an expanding group of users and forced the improvements in paperwork. The redesigned application was matched with an improved letter to applicants. The new letter did a better job of informing the applicant about the \$15.00 fee which avoided the embarrassment of the installer seeming to be a salesman. They enjoyed installation contacts but were not expected to push for payments. The fee was charged after deliberation and review of other such services. Other areas had reported that a fee provided listeners with a sense of personally taking a part in provision of their own receiver. It resulted in a sense of ownership which made the service more valuable and consequently more likely to be given a fair trial.

The fees accumulated into a fund which was used to print programs, both in Braille and large print. Miscellaneous operating costs were covered by these fees





also, such as provision of recording tape. Applicants were discreetly informed that the lack of the \$15.00 would not deny them their receiver, a policy which has continued.

The original policy of trying out the sets for a month and then making the payment was changed to payment at time of delivery which was refundable within a month if they did not want to continue the service.

Several letter formats were tried in attempts to clarify the service, its program content, and the annual fee situation. The latest letter to the applicant is shown under Appendix I.

Radio Reading Service learned about "Free Mail For the Blind or Handicapped." Applications to and from the applicant and the Braille or large print programs were legally entitled to use franking privileges of the United States Postal Service. This assist to the handicapped and people working with them was a welcome aid from the Postal Service to the Radio Reading Service.

Proper franking for Free Mail is:

"FREE MATTER FOR THE BLIND OR HANDICAPPED.  
(Postal Manual Part 138)"

### Publicity Efforts

Introduction to Local Agencies. Representatives



of local agencies and organizations who had responsibility with sight-handicapped were invited to an early presentation of the proposed service during April, 1975. During the presentation plans were outlined, benefits of the proposed service reviewed, and the expected area of coverage detailed. Questions were solicited as were suggestions from attendees. Representatives came from the State's Offices of Rehabilitation and Human Resources, the San Diego Blind Recreation Center, and the United States Navy.

Press Conference. As the August 1, 1975 target date for the service drew close, a carefully structured press conference was arranged for both print and electronic media. Since the service was to be the first in California, there was good local interest, not only from the news representatives, but also from local business house journals and trade papers. The invitation and press release for this occasion is reproduced under Appendix J. The conference was designed to create a lasting impression on those who attended. Each attendee was given a folder with supplementary information which saved much routine notetaking.

Each supplemental information folder included an eye mask. At an appropriate moment attendees were asked to put their masks on. The moment of blind





experience was designed to impress the reporters. Several said that it had indeed. The purpose of the service stood out more clearly as those attending identified with the intended listeners. Representatives of the blind community also spoke to the conferees and answered many incisive questions.

Results of the press conference were outstanding.<sup>16</sup> Not only were many articles published but the facts, derived to a great extent from the hand-out, were not ridden with errors as often happens when notes and memory are relied upon. The reporters seemed enthusiastic about the pending service and grateful to be among the first to know of the new service for California. Representative articles are shown under Appendix K.

Brochures. The coordinator, as one of her first development efforts, prepared an information-filled brochure about Radio Reading Service. These were distributed to six hundred organizations throughout the

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<sup>16</sup>Too many news articles to cite were written; however, three typical ones which were productive in stimulating calls for applications from potential users are:

"Blind Due Own Newspaper," El Cajon Californian, July 31, 1975, Sec. B, p. 1.

"A New Radio Programming Concept," San Diego Union, July 16, 1975, Sec. B, p. 4.

Dan Freeman, "KPBS Starts New Service," San Diego Union, July 29, 1975, p. 10.





KPBS listening area in the hope that those who had knowledge of potential listeners would share the news and reach otherwise hard-to-locate people.

Unfortunately, print-handicapped were unable to read the brochures themselves. Similarly an excellent news article might give the story accurately along with contacting phone numbers, but it could be missed entirely by the part of the public it was designed to help. Radio, however, does not have this limitation. The coordinator capitalized on her broadcasting ability by appearances on local talk shows. By handling these opportunities with enthusiasm, she stimulated interest in the fledgling service. Both new volunteers and listeners were contacted through the radio appearances.

The first brochures, while accurate regarding the service, became out of date in regard to administrative facts. A new phone number had been assigned and channels to handle funds changed from the San Diego Foundation for the Blind, which met quarterly, to the San Diego State University Foundation, which permitted normal administration of expenses and disbursements. To correct these items and also to introduce a new name for the service, "Sounds of Sight," the brochure, was revised.

"Sounds of Sight" seemed to tell the story of



Radio Reading Service in a brief and catchy way which excited the coordinator and staff. It was easy to remember and the initials, SOS, helped attract attention to the brochure. Unfortunately it was not well received by the Advisory Council, who strongly disliked the new name. The title quickly reverted to Radio Reading Service. The SOS brochure was changed to RRS and given additional distribution at public libraries, information counters in Senior Citizen Clubs, and at the San Diego Civic Center. The three versions are compared under Appendix L.

Bill Inserts. By fall 1975, routines at the studio were smoothing out. The desire to locate more print-handicapped persons and give them the opportunity to become users became more practical. Once programming was underway and volunteer staffing completed, little additional effort at the studio was required to double or redouble the listening audience. Lack of receivers was limiting, but a good backlog of applications was expected to make fund raising easier.

The development chairman literally had a method of expansion fall into his hand. While opening his water bill a brightly colored and attractive bill insert caught his eye. The water utility, a public agency, the Helix Water District, had permitted a service group to





use its bi-monthly water bill mailings to enclose a message. The Helix Water District falls completely within the area served by KPBS-FM and had 45,000 consumers. Radio Reading Service decided to try this approach. The Helix Water District was contacted through its Public Relations Consultant. He outlined the procedure of a formal request to Helix's Board of Directors to have an insert included with its mailing cycle. Inter-agency cooperation was ideal. The consultant provided guidelines for the enclosure's size, type of paper, and statement disclaiming any cost to the District. The Public Relations Consultant took the proposal before the Board of Directors who approved plans to distribute an enclosure for Radio Reading Service. Since Helix billing was done over a two-month cycle with weekly mailings, it was hoped responses would be staggered and permit gradual expansion.

Design of the enclosure presented unique challenges. It had to be printed on both sides, one with a brief, attention-getting message in large print. Legally blind people able to read large print could recognize the message as special for them. If the handicapped was fully blind, a friend, relative or social worker read his or her mail. The reader would recognize the significance of the insert and describe it



to the sightless person. The reverse side of the enclosure had greater details about the Radio Reading Service and gave instructions on how to contact KPBS-FM for more information and an application. Appendix M illustrates inserts used with Helix Water District and later with the San Diego Water Department. The City of San Diego's billing was also bi-monthly, but mailing was daily. San Diego Water Department served many more families than did Helix, as it had 180,000 accounts. Since the more urban City of San Diego billing was frequently to apartment managers, absentee landlords, businesses and condominiums, the wording was revised to encourage referrals.

The insert approach was quite successful. The only cost to the service was for printing, since the distribution was absorbed with each agency's billing routine. Hundreds of new listeners were added.

Follow-up. Although many applications were sent out and returned from the Helix billing, about one out of every four who had called in and requested the service did not return the application. To solve this problem a change in routine was made with the larger City of San Diego mailing. As calls came in, the facts were taken down over the phone directly on an application form. The partially filled-in application was then





mailed to the Telephone Pioneers who called the applicant and arranged to deliver the receiver. The Pioneer then completed the application on the user's premises, even occasionally becoming the certifier. The small increase in responsibility did not bother the Pioneer, and there were no more lost applications.

Initial payment of the \$15.00 fee was improved also, but when it was not offered at the time of installation, a large print reminder (see Appendix N) was sent to the applicant.

#### Financing and Fund Raising

From the first steps to set up a Radio Reading Service for the print-handicapped, a receiver was never refused a qualified individual because of their lack of funds. Fortunately most contacts with members of San Diego's print-handicapped community showed that they had more than coped with their problems. Many were found to be quite comfortable and several highly successful in their business or professional fields. Users have more often contributed to the receiver fund additions to their membership fee than have not been able to afford the \$15.00.

While these fees helped operating costs, purchase of receivers in quantity required a larger source of funds to purchase them at a quantity discount. The





incentive grant by the Corporation for Public Broadcasting had covered only operating and development expense. It was necessary therefore to set up a receiver fund account and solicit funds from the community to buy sets or repay short term loans used to purchase them.

San Diego's Braille Transcribers Guild helped this fund by a donation of \$1,000 shortly after the first receivers were delivered. In addition they volunteered their services to prepare Braille and Large Print program masters. An example of the latter as mailed to listeners able to use them is under Appendix O.

The Speakers Bureau, led by an accomplished Toastmaster, made frequent and effective talks at service club breakfasts and lunches. Lions Clubs, always supportive of activities for the blind, were generous in support of Radio Reading Service.

A method of scheduling and recording results of speaking engagements was developed also. The form used provided for assignment, report on the talk, and follow up. It is illustrated under Appendix P.

A.I.D. A Southern California fund raising organization, "Association for In-Group Donors," or A.I.D., had been started by donors who were not satisfied with the high administrative costs of existing fund raising groups. A.I.D. was contacted by SCA's



coordinator. They agreed to include Radio Reading Service, under the San Diego State University Foundation, on its list of qualified organizations which could be designated to receive donations over the area served by KPBS-FM. Although it was quite late in the 1976 campaign, several hundred dollars were received from this source. Appendix Q is a poster used during the A.I.D. effort.

Benefits. Plans were made to invite nationally known and popular blind entertainers to appear at a benefit performance, the funds going to the receiver fund. Approached were Ray Charles, George Shearing, Stevie Wonder, and others. George Shearing agreed to play at a noon luncheon concert on May 21, 1976. The news release for the planned concert is under Appendix R. Although a lot of effort was put into making it a success, poor response from the public caused its cancellation.

An analysis was made of why the George Shearing concert failed. Mr. Shearing himself pointed out that the San Diego area does not generate much interest or following in jazz. Other reasons included inadequate advance publicity and failure to have had a well-known "name" in the community as honorary chairperson to attract support and publicity. Although the concert





was not held, many of its purposes were served by the public exposure of the proposed benefit. Mr. Shearing was most gracious and as a result of his association with Radio Reading Service became vocal in its support.

The lesson learned was that to succeed in a public benefit, three ingredients were essential: time, money, and people. And they must be properly blended.

Service Clubs. Service clubs are in constant need of programs for their frequent meetings. Many have found the talks made by the Speakers Bureau of the Radio Reading Service to be of interest both from a local and subjective nature. Each such program presented opportunities for fund raising, enlistment of volunteers and identification of potential listeners. Almost every contact turned up people who had relatives or friends who might benefit from Radio Reading Service. Frequently a service club would sponsor either an individual or a convalescent or retirement home where a group of qualified people were in residence. These added to other such groups of listeners enrolled in the service who live in similar circumstances and gather around the receiver to listen together. This group listening explained how the total number of listeners exceeded the number of sets.

In addition to the predictable support of the



Lions Clubs, other service clubs usually voted funds for several sets from their treasury. Often individual members made personal donations also.

The San Diego District Junior Women of the California Federation of Women's Clubs annually organizes a major fund raising event for some selected cause. SCA's coordinator, who was a member, talked to the group and suggested that they consider Radio Reading Service for their current benefit, an art auction. Fortunately for the receiver fund, the club voted to support the service with proceeds from its auction.

A group of Mexican-American employees of Pacific Telephone Company had formed a service club called "Los Padrinos." Their objective was to help and assist deserving causes, both within their own culture and from the public at large. Los Padrinos held an area convention in San Diego climaxed by a grand ball. Officers from the San Diego group had been aware of Radio Reading Service through activities of Telephone Pioneer co-workers. Convinced of its value, they chose to back up their conviction with funds derived from their dance. This added \$800.00 to the receiver fund.

A children's school in nearby Baja California, Mexico, tried to use Radio Reading Service in a unique manner. A group of children at the school had problems





vocalizing. By listening to the daily readings over the SCA broadcasts while reading the same articles aloud from the papers, some improved their vocal ability. Although it was not comparable, some use of the SCA portion of KPBS-FM for educational purposes among Mexicans had been envisioned by the University's Department of Telecommunication years before. The experiment was short-lived, however. When teachers found that the children were listening to the readings of best sellers, they removed the set and locked it up. Use of the service has been found of no value to children, and attempts to expand to serve youth was not considered.

Donations. An important gift to the Service has been essential reading matter. The two San Diego newspapers, the San Diego Union and the Evening Tribune, plus their Sunday edition, and the Los Angeles Times, daily and Sunday, have been provided by their publishers. Books continue to be supplied by San Diego Periodicals.

Cash donations from readers, staff, listeners, service clubs and their members, and the public at large have been very important. Between July 1, 1975 and June 30, 1976 a total of \$13,198 had been received from all of these sources. From July 1, 1976 through October 31, 1976, the following cash donations were pledged:





Country Friends of Rancho Santa Fe	\$ 7,000
San Diego Womens Club Fashion Show	750
San Diego State Women's Club	315
A.I.D.	355
Pacific Telephone Company	250
Mission's Lioness Club	159
General and Miscellaneous	792
Total	<u>\$ 9,621</u>
Prior Year	<u>13,198</u>
Grand Total	<u>\$22,819</u>

These funds went into and were exclusively used for the receiver fund. The very generous donation from the Country Friends of Rancho Santa Fe was the result of one of its members, who was a reader-volunteer, placing Radio Reading Service on the list of organizations considered for the club's annual gifts. The amount received was enough to buy one hundred receivers.

Fees paid by listeners added to \$2,387 between July 1, 1975 and June 30, 1976 with an additional \$1,605 the second year up to October 31, 1976. The total of \$3,992 paid by subscriber-listeners includes donations in excess of their \$15 fee.



## CHAPTER 4

### NEW DEVELOPMENTS AND EVALUATION

#### NEW DEVELOPMENTS

##### Over-the-Air Advisory Board Meetings

Advisory Board meetings with a new twist were tried in mid-1976. To involve a broader base of listeners directly in feedback and evaluation, Advisory Board meetings were held over-the-air. Once a month from 4:00 PM to 6:00 PM on a Saturday, a period of the week when most people were at home and nothing else was scheduled on SCA, listeners were urged to telephone the station with their comments, advice, suggestions and complaints. All calls and the response of the members of the staff who were at the studio were broadcast live so all listeners could participate. Response from listeners has grown steadily; the September meeting drew twenty audience contacts.

Comments from these sources have been favorable and objective. Suggested ideas were helpful in programming. One change made as a result of the phoned-in comments was to shorten the readings of the newspaper headline articles, the added time being used instead to expand readings of items of interest from the inner





pages. Listeners observed that regular radio and television news programs concentrate on major headline items but less sensational news, of local interest only, is passed over. A pre-Christmas over-the-air meeting, during which best seller books to be read over the following weeks were voted on, also brought out a vote of five to one in favor of closing down the service on Christmas Day to give the volunteers and staff a holiday.

#### California Department of Rehabilitation

The coordinator had prepared an application and supporting documentation for a U.S. Department of Health, Education and Welfare Facilities Improvement matching grant through the California Department of Rehabilitation. The objective of the application was to fund expansion of the existing SCA function at KPBS-FM to encompass all physically handicapped persons in the San Diego area. Expansion of salaried staff, addition of studio equipment, and purchase of six hundred more receivers was requested.

Service goals were to permit physically handicapped to have access to training and current topics of specialized interest, and to augment educational resources currently available. The San Diego Office of the Department of Rehabilitation was to monitor the project and study its results as a pilot program for the



entire state of California. Eleven other Public Broadcasting stations existed in the state which could benefit from the methods which were found to be successful at San Diego if they chose to try a similar SCA service.

The State approved a grant of \$89,838, effective July 1, 1976. Matching funds of \$10,000 were specified to be raised locally. The emphasis in San Diego was to experiment and evaluate. Documentation was to be highly important, as in any pilot project.

The increased responsibility of the coordinator required her full-time services, and she was given the title of SCA Manager. The legally blind professional from the main station was also added to staff on a full time basis. A first assignment was to instruct a fully blind engineer-trainee under an on-the-job training grant.

A person with rehabilitation experience was engaged to develop the physically handicapped program and to design methods to evaluate the various ideas to be tried. Using rehabilitation skills in a broadcasting environment, it turned out, required considerable cross training. Use of SCA for the new "Radio Access for the Disabled" or "RAD" was a pioneering effort by KPBS-FM in the new service. See Appendix S.





Phonograph Information Record

A portion of the Corporation for Public Broadcasting's Development fund grant was spent in a unique manner. The SCA Manager and its engineer joined forces to produce a seven-inch, 33 1/3 RPM Soundsheet, a thin, one-sided, disposable record which told the story of Radio Reading Service dynamically. It described the various types of materials broadcast and included actual samples from live recordings made during broadcasts. Thousands of these were prepared and distributed where it was thought they would be effective. An unexpected result of the soundsheets was their effectiveness in fund raising. Distributed at club meetings associated with a talk on Radio Reading Service, it acted as both reinforcement and reminder of the points made during the presentation when played after the meeting by members. See Appendix T.

As the soundsheet can be played on any type of record player that has 33 1/3 RPM speed, it is therefore useful for all persons who have Talking Book Machines. This includes seventy percent of the legally blind. Some individuals who were both alone and blind would not have been able to hear of the service and become listeners except for their introduction to it through the soundsheet.





### Starting the Second Year

August 1, 1976, the first anniversary of Radio Reading Service for the Print-Handicapped, created a new administrative problem. As annual memberships began to expire, the SCA office had to contact each user before their anniversary and invite their continuation by joining for the second year. The SCA Manager prepared a letter reminding users of the need for continuation of their support and requested their acknowledgment by sending in their check for another year of listening. The letter was prepared by the San Diego Braille Transcribers in large print. See Appendix U.

The letters were sent to users spasmodically, and responses were often very slow. A study of the results of efforts to re-enlist fifty people up to November 1, 1976 showed that ten had not been sent a letter but among those that had, twenty-seven had sent in their \$15 fee. Some of the users had moved outside of the area, some had passed away, several had not responded, and one set was lost, as no trace of its user was found. Positive response by listeners who paid their fee for the second year was very high if, from the fifty eligible, those are subtracted who either were not sent letters, moved away, or died. The results approach 85% of possible second year listeners.



Experience has shown a three or four month response time from listeners to be typical as an average. Tabulated results are:

Number of eligible anniversary members	50
Eligibles not contacted as of Nov. 1	10
Still to be heard from on November 1	8
Listeners moved, died, lost, discontinued	5
Listeners paid for second year	27
Total	<u>50</u>

### Difficult Installations

La Jolla. The area along the Pacific Ocean shoreline in La Jolla, which had marginal signals from KPBS-FM, had generally poor FM radio and television reception. A cable television company had provided all local television channels and FM stations to the fairly affluent residents along the coast. Subscribers who used the cable for FM reception did not recognize these stations on the cable as slightly off their assigned frequency. This is done deliberately to prevent echo distortion between the broadcasted and cable signals if the frequency was the same. FM listeners using the cable simply tune the dial to where they expect the station to be and adjust it more exactly by its sound.





They are unaware that there is a .4 megaHertz shift of the station's frequency.

Radio Reading Service's SCA set, however, is not tunable in the usual manner, since it is crystal controlled and set to the FM station's frequency exactly. SCA listeners who tried to use the cable were unable to receive the signal without some modification of their set. Modification involved a change of the crystal from the standard, which in the case of KPBS-FM is 39.4 mHz, to 39.6 mHz. The crystal's frequency, when doubled and mixed with the Intermodulation Frequency of 10.7 mHz, matches the assigned station frequency of 89.5 mHz. In addition to the change of the crystal the receiver's front end, or oscillator and mixer stages, must be retuned.

MarComm, conveniently located in Ramona, thirty miles from San Diego, agreed to modify one of their receivers for an SCA listener with marginal service in La Jolla. The rear telescoping antenna was eliminated and a coaxial jack added for the cable. It performed perfectly. The success of this modification served as a model for many potential listeners in the area. Several persons who had to return their sets because of poor reception may again become regulars.

Mobile Home Parks. Many sightless find mobile



home life ideal. A minimum of yard work or home maintenance is required, and the king-sized coaches are both roomy and well organized. However, use of Radio Reading Service in a mobile home has some limitations. The difficulties are both technical and political. Technical problems occur because the normal metallic outer skin of the coach blocks the weak signals more than typical lathe and plaster house construction. Also mobile home sites are frequently located out of town in marginal signal areas of valleys or on the side of a hill. The political problem comes about with park regulations against use of external antennas attached to the mobile home.

One such situation in North San Diego County affected a male who very much wanted to "read" over SCA. However, without an external antenna he had no reception. The park had a cable system for television throughout the sites, but it was oriented toward Los Angeles and didn't include KPBS-FM. An experiment by the installer with a portable antenna next to the coach proved that the outside signal was adequate.

The potential listener was concerned that any special privilege would irk his neighbors, so he didn't press for a rule change. He missed not getting the programs, however. Pioneers didn't give up. They





contacted an attorney who was both blind and a Radio Reading Service user about the situation. The attorney suggested an approach to try to obtain a change of the rule.

The problem was discussed with the park manager along lines suggested by the attorney, which included a hint of "denied rights." The manager referred it to the owner, who approved erection of an outside antenna on the mobile home, asking only that it not be unsightly.

The Pioneer from Escondido who had provided the antenna, a mount and coaxial cable, installed it with unsolicited but enthusiastic assistance of the handicapped person's neighbor. After careful orientation of the directional antenna, the reception was adequate.

#### Potential Network Distribution

The Corporation for Public Broadcasting, CPB, serves as a channel for allocation of congressionally approved funds between affiliated National Public Radio, NPR, and Public Broadcasting Service, PBS (television) stations. Funds for productions which have a general interest and grants for specific station purposes are disbursed through CPB. The Corporation recognized that certain programming of the Radio Reading Services throughout the country has potential for national distribution and encouraged a pilot project with local





financing.

CPB's support, limited to encouragement and acknowledgment of objectives, was released in a resolution to this effect, dated January 14, 1976. See Appendix V.

#### Continuing Publicity and Media Support

Some projects are started with good publicity but from then on are less newsworthy. Radio Reading Service has continued to furnish the media with attention-getting copy. In addition to the mass of pre-August, 1975 news coverage, items of continuing interest have been found in SCA's growth and development. Joseph Thesken of the San Diego Evening Tribune presented an objective view of the first month of operation.<sup>17</sup> San Diego Union's Beth Mohr covered a "San Diego on Tour" program by meeting with its producer and blind hostess at the airport as they returned from a flight donated by Pacific Southwest Airlines for the program. The resultant article was accurate, enlightening and provocative.<sup>18</sup> See also Appendix W.

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<sup>17</sup> Joseph Thesken, "News for the Blind More Than a Modest Plan," San Diego Evening Tribune, September 2, 1975, p. 10.

<sup>18</sup> Beth Mohr, "In Flight Insights Aid Blind," The San Diego Union, November 13, 1975, p. 21.



The City of Chula Vista had a nationally known resident who, although blind from birth, had had a lifetime of success. A lengthy feature written about this person had a short appended item about KPBS-FM SCA. The item pointed out that the woman was one of the many people in the San Diego area enjoying Radio Reading Service and quoted her complimentary remarks.<sup>19</sup>

## DEMOGRAPHY AND EVALUATION

### Demography of Listeners

As 1975 ended 157 people were using Radio Reading Service. A review of their ages and sex showed females to be in the majority at 98, to only 59 males. Their ages ran as follows:

<u>Ages</u>	<u>Users</u>	<u>Ages</u>	<u>Users</u>
20-25	3	61-65	6
26-30	12	66-70	13
31-35	2	71-75	10
36-40	2	76-80	14
41-45	4	81-85	23
46-50	7	86-90	18

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<sup>19</sup> "KPBS-FM Helps Blind 'Read News'," Chula Vista Star-News, January 29, 1976, Sec. C, p. 2.





<u>Ages</u>	<u>Users</u>	<u>Ages</u>	<u>Users</u>
51-55	9	91-95	18
56-60	9	96-100	6

Total females: 98, total males: 59, grand total: 157.

The preponderance of older people as listeners was caused by several factors:

1. Many sightless had lost their vision in later life.
2. The San Diego area attracts many people at retirement. Its large military hospital is a magnet for disabled and elderly retirees in particular.
3. Among the earliest users of the service were several retirement and convalescent homes where age of residents was above average.
4. The review was made prior to concentrated efforts to attract homemakers and/or their spouses.

In the first 157 Radio Reading Service listeners the population was skewed beyond middle age.

#### Evaluation by Listeners

An evaluation of SCA listeners was conducted by



a totally blind listener, a psychology major on campus and expert at Braille. She prepared a brief questionnaire, means to log data, and arranged to call listeners on a continuing basis. She tried to call after they had used the service for awhile, rather than immediately after they signed up, so they could be more objective about the service. The questions she asked and the responses include the following:

1. How many hours a day do you listen to the service? The average response was two hours and forty minutes a day.
2. Do you listen to the best sellers? Sixty-eight percent answered Yes, 32% answered No. The no's were asked why, and they responded, "If I miss part of a book it's hard to get back into it." "I read other materials." "I'm not satisfied with the reading selections." "Never read much when I could see." "Don't read novels." "Didn't know about them." "I'm not interested."
3. How would you feel about extending broadcasting times of the best sellers? Sixty-two percent answered Yes, 38% answered No.



4. Do you enjoy the special broadcasts from 11:00 AM to noon? Fifty-four percent answered Yes, 16% answered No. Thirty percent however had not heard about the special broadcasts.
5. What best seller format do you prefer? Fiction fiction, fiction non-fiction, non-fiction non-fiction. Sixty-six percent preferred fiction non-fiction; the balances were even for the other two formats.
6. Do you feel the program is serving you as well as it might? Ninety percent said Yes; the rest were divided between It is improving, No, and no reply.
7. What ideas can you suggest for future programming? Answers included, "Rebroadcast best sellers and special programs later in the evening." "Read some short stories." "Give the time and about where you are in best sellers once in a while." "Read food ads later in the day." "Be more specific when finishing one book and starting up another." "Read job want ads." "Read more National Federation for the Blind features."





"Have some talk shows with local blind dealing with current issues." "Tape and loan out best sellers." "Start news readings at 8:00 AM." "Keep condescension at a minimum when addressing listeners." "New schedules are needed badly."

The evaluations revealed a couple of surprises. The 30% who had not heard of the special programs was shocking. It might have resulted partially from the lack of schedules in the hands of listeners. Efforts to get more schedules out, both in Braille and large-print, were intensified as findings showed the need. Short stories were added, and time and page numbers introduced into the readings as appropriate.

It was difficult to meet some of the wants of the listeners because of lack of resources, such as recording tapes to lend. It was risky to use literature from the National Federation for the Blind because of the rivalry between similar groups. The Radio Reading Service had to keep within its objective that materials should be brought to the listeners which are not generally available otherwise.

Over-the-air board meetings were set up to satisfy some of the feedback from such evaluations.



## CONCLUSIONS AND SUMMARY

Participants in KPBS-FM's Radio Reading Service for the Print-Handicapped can be grateful for Major Armstrong's flexible system of frequency modulation.

Public agency cooperation helped to make the project succeed. Agencies included the State of California Department of Rehabilitation, California State University Department of Telecommunication and School of Public Administration, the Federal Communication Commission, the Department of Health, Education and Welfare, the United States Navy, the U.S. Postal Service, the Corporation for Public Broadcasting, the City of San Diego Department of Public Utilities, and the Helix Water District.

Cooperation has been effective between KPBS-FM staff and the volunteers. Assistance of the San Diego Blind Center in setting up meetings of the Advisory Committee was essential. Support by local media, the Telephone Pioneers, and numerous retirees from the military and private sectors strengthened the project.

Staff employees and executives of KPBS-FM, always under maximum pressure and spread too thinly, supported the SCA program enthusiastically, even though the effect was longer hours and added responsibility.





Dedication and enthusiasm overcame what had seemed to be a hopeless situation at the onset. The decision to proceed in such a development without assurance of funding, with hope only for approval of an applied grant, was courageous by the Public Radio Executives of San Diego State University. Their only certainty was what was needed: equipment, staff, reading materials, readers, receivers, listeners, office and studio space. That these challenges were met and Radio Reading Service was accepted by several hundred users the first year while constantly expanding and diversifying proved what was possible under dedicated leadership and through public agency cooperation. The two initial beliefs of KPBS management--that there was a need for such a service in the San Diego area and that Public Radio could succeed in its sponsorship--were well demonstrated by its acceptance and growth.

Possibly the most convincing evidence of the service's acceptance were the kind words of a leader in one of the competing blind organizations. He had initially expressed a negative reaction to Radio Reading Service, both at its inception and during its early months. After almost a year of operation he told the coordinator that he had changed his position and was delighted with the service, that it filled a real need



for the print-handicapped and that there seemed to be no "angles" in the service as he had feared.

KPBS'FM's initial capital investment, \$8,811, was the least amount of capital of any such SCA project. Expense and operating costs also were the lowest. The major difference between KPBS-FM's SCA and other projects was the self-generated funds for receivers and reliance upon volunteers in operations. Public Radio's traditional ability to "make do" had been applied to its sponsorship of the Radio Reading Service also.

The greatest credit for success of the program must go to its manager, Ms. Margaret Vernon. Her enthusiasm attracted and motivated a team of capable aides while she set her own high standards of activity in speaking engagements, recruitment, writing, fund raising, and problem solving.

Such is the stuff of which success is made. Major Armstrong would have approved. Listeners do.



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Thesken, Joseph. "News for the Blind More Than a Modest Plan," San Diego Evening Tribune, September 2, 1975.

Chula Vista Star-News, January 29, 1976.

Daily Aztec (San Diego State University), April 9, 1976.

Dibsie, Patricia. "Volunteers Aid Blind, Sightless 'Read' in Radio Project," San Diego Evening Tribune, May 10, 1976, D-1.

Among Ourselves (Los Angeles Times Publication "In-House"), September, 1976.



## APPENDICES



# APPENDIX A

## FCC FORM 318

<p>FCC Form 318 February 1970</p> <p style="text-align: right;">Form Approved Budget Bureau No. 52-R153.2</p> <p style="text-align: center;">UNITED STATES OF AMERICA <b>FEDERAL COMMUNICATIONS COMMISSION</b> <b>REQUEST FOR SUBSIDIARY</b> <b>COMMUNICATIONS AUTHORIZATION</b> APPLICANT SHOULD NOT USE THIS BOX</p>	<p style="text-align: center;"><b>INSTRUCTIONS</b></p> <p>A. This form is to be used only by licensees or permittees of FM Broadcast Stations to secure authorization for operation on a multiplex basis.</p> <p>B. Prepare this form in triplicate and forward all copies to the Federal Communications Commission, Washington, D.C. 20554.</p> <p>C. The request for renewal must be filed with the FM broadcast renewal application.</p>		
<p>1. Name of licensee or permittee</p>	<p>4. Request is hereby made for authority checked in the boxes below:</p> <p><input type="checkbox"/> Establish a SCA service</p> <p><input type="checkbox"/> Modification of SCA</p> <p><input type="checkbox"/> Renewal of SCA</p>		
<p>2. Mailing address</p> <p>Street _____</p> <p>City _____</p> <p>State _____ ZIP Code _____</p>	<p>5. Specify manufacturer and model number of equipment to be used:</p>		
<p>3. Identification of associated FM broadcast station</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Call letters</td> <td style="width: 50%;">File No.</td> </tr> </table>	Call letters	File No.	<p>6. (a) Specify sub-carrier frequency or frequencies to be used:</p>
Call letters	File No.		
<p>Station location</p> <p>City _____</p> <p>State _____ ZIP Code _____</p>	<p>(b) Describe the means (if any) to be employed to control multiplex receivers:</p>		
<p>7. Specify the particular purposes of the SCA operation. Include a list of representative subscribers and describe the nature of the programs to be presented.</p>			
<p>8. Specify the portion, if any, of the main channel program material which will be duplicated on the sub-channel(s).</p>			
<p style="text-align: center;">The APPLICANT certifies that SCA operation will be in accordance with the Commission's Rules and Standards.</p> <p style="text-align: center;"><b>CERTIFICATION</b></p> <p>I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.</p> <p>Signed and dated this _____ day of _____, 19____.</p>			
<div style="border: 1px solid black; padding: 5px; width: fit-content;"> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND IMPRISONMENT. U. S. CODE, TITLE 18, SECTION 1001</p> </div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin-top: 10px;"> <p>INCLUDE FILING FEE WITH THIS APPLICATION. SEE PART 1 OF FCC RULES FOR AMOUNT OF FEE.</p> </div>	<p style="text-align: right;">Licensee or Permittee (Name must agree with item 1)</p> <p>By _____</p> <p>Signature (designate appropriate classification below)</p> <p><input type="checkbox"/> Individual Applicant</p> <p><input type="checkbox"/> Member of Applicant Partnership</p> <p><input type="checkbox"/> Officer of Applicant Corporation or Association</p> <p><input type="checkbox"/> Official of Governmental Entity Competent under the laws of jurisdiction to Sign for the Applicant</p>		





# APPENDIX B SCA CONTOUR MAP

KPES-FM covers virtually all of San Diego County. The second loop, or "Grade B Contour," indicates the station's basic coverage area -- an area in which an average receiver can pick up a consistently good signal. Equally good SCA reception can be expected within that contour.

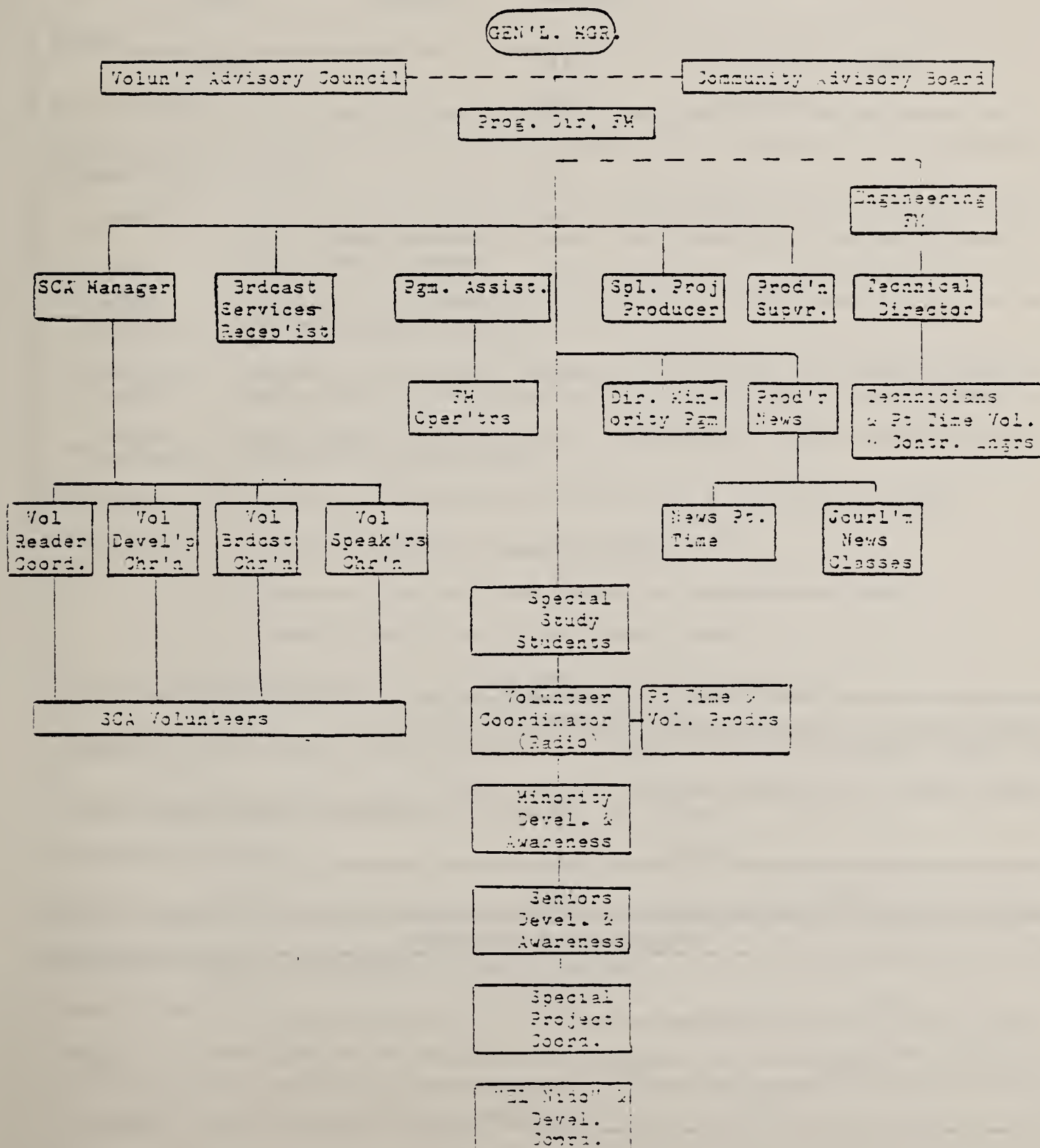




## APPENDIX C

KPBS-FM

## ORGANIZATIONAL STRUCTURE







## APPENDIX D

# APPLICATION

APPLICATION FOR RADIO READING SERVICE FOR THE PRINT HANDICAPPED

KPBS-FM SAN DIEGO STATE UNIVERSITY      SAN DIEGO, CA 92182      296-6645

Application Sent \_\_\_\_\_

THIS BLOCK FOR USER (APPLICANT)

**Application Required**

INFORMATION BELOW IS TO BE COMPLETED FOR EACH USER

NAME \_\_\_\_\_ TELEPHONE \_\_\_\_\_  
 Last First Initial

ADDRESS \_\_\_\_\_  
 Street City Zip

DATE OF BIRTH	SEX	EDUCATION
1910	M	High School
1912	F	High School
1914	M	High School
1916	F	High School
1918	M	High School
1920	F	High School
1922	M	High School
1924	F	High School
1926	M	High School
1928	F	High School
1930	M	High School
1932	F	High School
1934	M	High School
1936	F	High School
1938	M	High School
1940	F	High School
1942	M	High School
1944	F	High School
1946	M	High School
1948	F	High School
1950	M	High School
1952	F	High School
1954	M	High School
1956	F	High School
1958	M	High School
1960	F	High School
1962	M	High School
1964	F	High School
1966	M	High School
1968	F	High School
1970	M	High School
1972	F	High School
1974	M	High School
1976	F	High School
1978	M	High School
1980	F	High School
1982	M	High School
1984	F	High School
1986	M	High School
1988	F	High School
1990	M	High School
1992	F	High School
1994	M	High School
1996	F	High School
1998	M	High School
2000	F	High School
2002	M	High School
2004	F	High School
2006	M	High School
2008	F	High School
2010	M	High School
2012	F	High School
2014	M	High School
2016	F	High School
2018	M	High School
2020	F	High School

PLEASE INDICATE BELOW THE TYPE OR TYPES OF DISABILITY WHICH LIMITS YOU FROM THE READING OF STANDARD PRINTED MATERIAL.

BLINDNESS (Visual acuity of 20/200 or less in the better eye with correcting glasses, or, the widest diameter of visual field subtending or angular distance no greater than 20 degrees.)

       VISUAL        (Inability to read standard printed material without special aids or device-  
HANDICAP        other than regular glasses.)

PHYSICAL HANDICAP (Inability to read or use standard printed material as a result of physical limitations, e.g., paralysis, missing arms or hands, extreme weakness.)

READING (Organic dysfunction of sufficient severity as to prevent reading printed  
DISABILITY material in a normal manner.)

IN ADDITION TO ANY OF THE ABOVE CONDITIONS, DO YOU ALSO HAVE A HEARING IMPAIRMENT?

YES      NO      If yes, indicate the degree of hearing loss:

Moderate (Some difficulty hearing and understanding speech)

Profound (Cannot hear or understand speech)

Can User read Braille? Can User read large print?

THIS BLOCK FOR CERTIFIER

INFORMATION IN THIS BLOCK MUST BE CERTIFIED BY A COMPETENT PERSON WHO PERSONALLY KNOWS USER

I, \_\_\_\_\_, CERTIFY THAT THE APPLICANT NAMED ABOVE IS UNABLE TO READ OR USE STANDARD PRINTED MATERIAL FOR THE REASONS INDICATED.

[illegible]

ADDRESS	ZIP
10000	10000
10001	10001
10002	10002
10003	10003
10004	10004
10005	10005
10006	10006
10007	10007
10008	10008
10009	10009
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THIS BLOCK FOR INSTALLER

INFORMATION BELOW TO BE COMPLETED AT TIME OF DELIVERY

[illegible]

INITIAL \$15.00 SUBSCRIPTION FEE COLLECTED. \_\_\_\_\_ (DATE & INITIALED)  
2ND YR 3RD YR 4TH YR 5TH YR

ADDITIONAL FUNDS DONATED ABOVE SUBSCRIPTION FEE

THIS UNIT IS RECEIVED IN GOOD CONDITION

Signature of User (Applicant)



## APPENDIX E

## INSTALLER'S INSTRUCTIONS

## MEMORANDUM TO DELIVERERS OF RADIO READING SERVICE FM SETS:

The following suggestions will assist you in leaving the set and documenting its delivery:

1. Call to make sure someone will be there before you go. Introduce yourself and tell them who you are representing.
2. Find out over the phone if someone will be able to certify the user for the set and will sign the application while you are there.
3. If someone will be available to certify the set, make out the application while you are on the premises. Have the user sign it at the bottom; you write the serial number on the application and sign and date it where shown.
4. If no one will be able to certify the handicapped person (a doctor, optometrist, relative or close friend or neighbor), find out how it could be certified. You may mail it ahead or leave a return envelope to be returned to Patty Wilson. Write all the information on the sheet when you leave the set.
5. If the person wants to pay the subscription fee of \$15, the check should read to "SDSU KPBS-FM Radio Reading Service."
6. Plug the set in and make sure it operates. Show the person how to work it and to switch it to the special channel and adjust the antenna.
7. Give the person the schedule for the special program which is 9 to 11 AM, 6 to 8 PM, Monday through Saturday, and 1 to 5 PM on Sunday.
8. Place the stickers, one for Pioneers and one for KPBS-FM, on the rear of the set and explain them to the user.
9. If they seem to want to do something more for KPBS-FM and ask you, "How?", they can donate money to help buy more sets. Checks as mentioned above in Item 5 can be written and it is fully IRS deductible.
10. In case of questions, either call Ted Theodore on 238-2029 or Patty Wilson on 238-2286.





# APPENDIX F

## READER'S APPLICATION

KPBS-FM  
RADIO READING SERVICE

APPLICATION FOR VOLUNTEER READER AND/OR TAPE TRANSCRIBER FOR THE  
PRINT-HANDICAPPED

NAME \_\_\_\_\_ PHONE \_\_\_\_\_  
(Ms. Mrs. Mr.) (include area code)

ADDRESS \_\_\_\_\_ PHONE (OFFICE) \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

EDUCATION (MAJOR & MINORS) \_\_\_\_\_

YOUR OCCUPATION (Whether in business or homemaking - this skill may  
be needed in our program.)

HUSBAND'S OR WIFE'S OCCUPATION (this skill might help you in  
carrying out a particular assignment.)

YOUR HOBBIES (i.e., ham radio, woodworking, knitting, etc.)

Would you be willing to handle an hour program of broadcasting once  
a week (broadcast can be live or taped selecting, with our guidance,  
material for the program as well? (For example a homemaker show,  
handyman show, teenager's show)

Would you enjoy handling an interview-type of show (pre-recorded  
or live) once a week?

Would you be willing to broadcast the newspaper live once a week  
either at 9:00 a.m. to 11:00 a.m. \_\_\_\_\_ Noon to 1:00 p.m. \_\_\_\_\_  
or 6:00 p.m. to 8:00 p.m. \_\_\_\_\_ Monday through Saturday \_\_\_\_\_

(convenient day)

Would you be able to help broadcast live the newspaper on Sunday  
afternoon? 1:00 to 3:00 p.m. \_\_\_\_\_ 3:00 to 5:00 p.m. \_\_\_\_\_  
5:00 to 6:00 p.m. \_\_\_\_\_

Would you be willing to read "Best Sellers" which contain language  
which may be offensive to you?

Do you own a tape recorder which is in good working order and handles  
a 7" reel? \_\_\_\_\_ If yes, what is the make and model \_\_\_\_\_

Two track? \_\_\_\_\_ Four track? \_\_\_\_\_ Which speeds does it have \_\_\_\_\_





How did you hear about this program? \_\_\_\_\_ Newspaper \_\_\_\_\_  
 Radio \_\_\_\_\_ TV \_\_\_\_\_ From a tape volunteer (name if you wish \_\_\_\_\_)  
 other \_\_\_\_\_

Would you be willing to work in our office at another task if you did not pass the Oral Teading Test? \_\_\_\_\_

What time of the day is best to reach you by phone? \_\_\_\_\_

(Applicant please read next paragraph and sign if you would like to help us out)

1. Do you have three hours or more each week to give to the service? \_\_\_\_\_  
 (yes or no)
2. If you are planning to record in our studios, it will be necessary to schedule you for a regular time slot.  
 Does your personal schedule allow you to be committed to a weekly date with us? \_\_\_\_\_  
 (yes or no)
3. Would you be willing to make every attempt to make up hours you are forced to mis- because of unpredicted circumstances? \_\_\_\_\_  
 (yes/no)

SIGNED \_\_\_\_\_

DATE \_\_\_\_\_

Audit \_\_\_\_\_

Desired Schedule \_\_\_\_\_

Assigned \_\_\_\_\_



# APPENDIX G

## READER'S SCHEDULE

KPBS-FM  
RADIO READING SERVICE  
PROGRAM NOTES  
MAY, 1976

1. A cordial "Welcome Aboard" to the following readers:

Mrs. George Harrinton	(Times Saturday)
Bill Popper	(Times Thursday)
Barbara Willox	(Union Wednesday)
Leisel Satz	(Tribune Wednesday)

We are very happy to have you with us.

2. Three of our readers had to drop out. We hope it will be temporary.
3. Please note the reader training session scheduled the second Saturday of May. This will be a continual thing, the 2nd Saturday of every month. Attendance is voluntary, however, the training is strongly recommended for new readers, and for any of the "Old Timers" who would like a refresher. If you come please call the week before (286-6645) and let us know you will attend. Saturday 1-3 PM was selected because of the availability of the studios and parking.
4. Union and Tribune readers and Sunday morning directors please note the new sign on procedures. The red "Ready" light is on all the time now. At two minutes before "Air" Time notify the KPBS-FM announcer-engineer that you are ready to broadcast, and he will take the necessary action. After you are on the air if the needle of the meter be neath the red light does not move, notify the announcer-engineer.
5. All readers are requested to take notice of the meter installed between the mixers and the reel to reel tape recorder. Please set the knobs (pots) on the mixers so the needle of this meter does not go in the red, but not too low in the black. By the way, this is the only meter to be used to set the level of the "mikes", cart and cassette players, or the reel to reel recorder.
6. "Everything you wanted to know about SCA but were afraid to ask". Well almost everything we are compiling a book (loose leaf) of information for readers. You'll find it on top of the file cabinets by the studios. Please look it over from time to time.
7. One hundred seventy-five receivers are in the hands of our listeners, and 200 more on ordered. Our waiting list for receivers contains 211 names. The Service needs contributions. If you know of an organizations or individuals interested in helping financially please inform Margaret Vernon at 286-6645. We have a Speakers Bureau. If your organization or group would like a speaker, please notify Ted Tate (home phone 287-3949).
8. The fine reputation of our Radio Reading Service is spreading nationwide. Our listeners tell us often how they enjoy the Service. All of the credit for this belongs to you and your good work.

My Very Best Wishes

Walt Millar





KPBS - FM  
RADIO READING SERVICE  
READER ASSIGNMENTS  
MAY, 1976

<u>DAY/TIME/PROGRAM</u>	<u>DATES</u>	<u>READER</u>	<u>PHONE</u>
<u>Sunday 10-11:30 AM</u> BEST SELLER 1	Every Sunday	Tape of Saturday's Broadcast	
<u>Sunday 11:30-1 PM</u> BEST SELLER 2	Every Sunday	Tape of Saturday's Broadcast	
<u>Sunday 1-3 PM</u> San Diego Union	9,30 16,30 2,16 2,23 9,23	Jon Rich Marilyn Ralph Sylvia Marro Eileen Holliday Toni Smith	279-0 3 582-6 4 297-2 8 453-2 0 238-0 2
<u>Sunday 3-5 PM</u> San Diego Union	16,30 2,16 2,23 9,23 9,30	Vince Herz Jeffery Lollis Bob Mize Mitch Gegax Celia Scott	426-9 3 276-3 4 453-5 4 463-9 4 296-1 3
<u>Sunday 5-6 PM</u> L. A. Times	Every Sunday	Dona Foster Robert Foster	463-7 1
<u>Sunday 6-7:30 PM</u> Best Seller 1	Every Sunday	Mary Emmerling	461-4 5
<u>Sunday 7:30-9 PM</u> Best Seller 2	Every Sunday	Ed Jaeger	460-9 1
<u>Sunday Directors</u>	5,2 5,9 5,16 5,23 5,30	Ted Theodore Art Ibach Walt Millar Ted Tate Chuck Love	238-2 9 582-6 8 286-4 9 287-3 9 583-3 5
<u>Monday 9-11 AM</u> San Diego Union	3,17 3,17 24,31 10,24 10,31	Marvin Hughes Myra Perkins Walt Hansen Mildred Gordon Wilma Leaf	282-1 9 NONE 281-5 5 272-9 5 291-3 2
<u>Monday 11-12 NOON</u> Nostalgia Hour S-T Intercept	3,17,31 10,24	Ted Theodore Betty Truitt	238-2 9 286-5 3
<u>Monday 12-1 PM</u> L. A. Times	Every Monday	Marjorie Darrah Douglas Spencer	281-6 6 746-9 8
<u>Monday 1-2:30 PM</u> Best Seller 1	Every Monday	Tape of Sunday's Broadcast	
<u>Monday 2:30-4 PM</u> Best Seller 2	Every Monday	Tape of Sunday's Broadcast	
<u>Monday 6-8 PM</u> San Diego Tribune	10,24 10,24 3,17,31 3,17,31	Bob Porter Marie Wright John Kowalczyk Jim Berry	273-7 4 286-3 8 469-0 1 461-5 6



DAY/TIME/PROGRAM	DATES	READER	PHONES
<u>Monday 8-9:30 PM</u> Best Seller 1	Every Monday	Rosalind Lawrence	277-5 2
<u>Monday 9:30-11 PM</u> Best Seller 2	Every Monday	Karen Way	462-3 6
<u>Monday Director</u>		Ted Theodore	238-2 9
<u>Tuesday 9-11 AM</u> San Diego Union	4,18 11, 18, 4,25 11,25	Ara Belle Black Ray Faurzeig Sherrie Tossel Arden Winokur Jean Gurley	423-6 4 582-5 0 452- 6 460- 6 460- 0
<u>Tuesday 11-12 NOON</u> A Word To The Women	Every Tues.	Dina Jewell	287-9 6
<u>Tuesday 12-1 PM</u> L. A. Times	Every Tues.	Donna Warren Dom Cefalu	582-9 6 453-0 6
<u>Tuesday 1-2:30 PM</u> Best Seller 1	Every Tues.	Tape of Monday's Broadcast	
<u>Tuesday 2:30-4 PM</u> Best Seller 2	Every Tues.	Tape of Monday's Broadcast	
<u>Tuesday 6-8 PM</u> San Diego Tribune	18 18 4,25 4,25 11 11	Steve Kennedy Nancy Herzik Robert Martel Bob Shannon Ely Axelrod Ted Herrmann	453-0 5 466-3 7 291-7 8 291-4 9 295-6 9 582-0 8
<u>Tuesday 8-9:30 PM</u> Best Seller 1	4,18 11,25	Alice Barnhart Jane Field	272-1 5 469-9 1
<u>Tuesday 9:30-11 PM</u> Best Seller 2	Every Tues.	Art Ibach	582-6 8
<u>Tuesday Director</u>	Every Tues.	Walt Millar	236-4 9
<u>Wednesday 9-11 AM</u> San Diego Union	5,19 12,26 5,19 12,26	Barbara Willox Muriel Rumsey Ron Hutchens Honey Mark	583-4 0 276-1 3 464-8 5 469-0 8
<u>Wednesday 11-12 NOON</u> Pieces Of Eight	Every Wed.	Rita Micklish Max Wesner	582-7 4 583-7 3
<u>Wednesday 12-1 PM</u> L. A. Times	Every Wed.	Susan Farrell Gertrude Lockwood	435-5 . 436-3 5
<u>Wednesday 1-2:30 PM</u> Best Seller 1	Every Wed.	Tape Of Tuesday's Broadcast	
<u>Wednesday 2:30-4 PM</u> Best Seller 2	Every Wed.	Tape Of Tuesday's Broadcast	
<u>Wednesday 6-8 PM</u> San Diego Tribune	5,26 19 19	Leisel Satz Ronnie Dugue Bill Winn	455-1 7 566-4 3 272-1 4



	5,26	Bob Watkins	420-5	1
	12	Jerry Moran	282-9	6
	12	Laural Porter	273-7	8
<u>Wednesday 8-9:30 PM</u>	Every Wed.	Betty Truitt	286-5	5
<u>Best Seller 1</u>				
<u>Wednesday 9:30-11 PM</u>	Every Wed.	Evelyn Robinson	469-3	7
<u>Best Seller 2</u>				
<u>Wednesday Director</u>		Walt Millar	286-4	9
<u>Thursday 9-11 AM</u>	13,27	Judy Ryland	459-9	8
<u>San Diego Union</u>	13,27	Hortensia Bram	448-5	0
	6,20	Alvin Schamen	583-2	0
	6,20	Jan Wolstencroft	479-6	2
<u>Thursday 11-12 NOON</u>	Every Thurs.	Edith Parker	466-2	8
<u>Supermarkets ADS</u>		Dori Adamson	437-1	7
<u>Thursday 12-1 PM</u>	Every Thurs.	Betty Crabb	463-0	2
<u>L. A. Times</u>		Bill Popper	479-8	9
<u>Thursday 1-2:30 PM</u>	Every Thurs.	Tape Of Wednesday's Broadcast		
<u>Best Seller 1</u>				
<u>Thursday 2:30-4 PM</u>	Every Thurs.	Tape Of Wednesday's Broadcast		
<u>Best Seller 2</u>				
<u>Thursday 6-8 PM</u>	20	Merle Gray	274-8	4
<u>San Diego Tribune</u>	20	Cathy Kijak	566-3	2
	6,27	John Lombard	756-3	1
	6,27	Richard Gehr	225-9	5
	13	Rich Sullivan	436-9	1
	13	Christine Cable	460-7	3
<u>Thursday 8-9:30 PM</u>	Every Thurs.	Floyd Gibbons	296-4	9
<u>Best Seller 1</u>				
<u>Thursday 9:30-11 PM</u>	Every Thurs.	Judy Milchen	425-3	9
<u>Best Seller 2</u>				
<u>Thursday Director</u>		Ted Theodore	238-2	9
<u>Friday 9-11 AM</u>	7	Jane Coursin	459-8	0
<u>San Diego Union</u>	14,28	Henrietta Moorhead	286-7	7
	21	Stella Smiler	452-1	2
	7,21	Peter Snyder	475-3	9
	14,28	Jean Bodie	272-4	4
<u>Friday 11-12 NOON</u>	Every Friday	Jim Bousfield	280-6	2
<u>San Diego On Tour</u>				
<u>Friday 12-1 PM</u>	Every Friday	Mary Aubuchon	427-3	3
<u>L. A. Times</u>		Sidney Cosson	234-0	1
<u>Friday 1-2:30 PM</u>	Every Friday	Tape Of Thursday's Broadcast		
<u>Best Seller 1</u>				
<u>Friday 2:30-4 PM</u>	Every Friday	Tape Of Thursday's Broadcast		
<u>Best Seller 2</u>				





DAY/TIME/PROGRAM	DATES	READER	PHONES
<u>Friday 6-8 PM</u>	14,28	Lori Settlemyer	278-0 0
	14,28	Ron Lennert	273-9 4
	7,21	Mary Coull	424-7 8
	7,21	Don Coull	424-7 8
<u>Friday 8-9:30 PM</u>	14,28	Judy Friedel	440-2 9
<u>Best Seller 1</u>	7,21	John Grider	464-0 3
<u>Friday 9:30-11 PM</u>	Every Friday	Donna Jaeger	295-2 0
<u>Best Seller 2</u>			
<u>Friday Director</u>		Ted Tate	287-3 9
<u>Saturday 9-11 AM</u>	1,15,29	Eileen Vance	295-4 5
<u>San Diego Union</u>	1,15,29	Mike Dalzell	582-1 6
	8,22	Carol Bronson	278-6 4
	8,22	Bob Cunningham	278-6 3
<u>Saturday 11-12 NOON</u>	1,15,29	Peter Hamlin	287-3 8
<u>Short Stories</u>	8,22	Chuck Love	583-3 5
<u>Light From Many Lamps</u>			
<u>Saturday 12-1 PM</u>	Every Sat.	Mr. & Mrs. G	453-1 8
<u>L. A. Times</u>		Harrington	
<u>Saturday 1-3 PM</u>		RRS Studio	(NOTE)
<u>READER TRAINING</u>			
<u>Saturday 1-2:30 PM</u>	Every Sat.	Tape Of Friday's Broadcast	
<u>Best Seller 1</u>			
<u>Saturday 2:30-4 PM</u>	Every Sat.	Tape Of Friday's Broadcast	
<u>Best Seller 2</u>			
<u>Saturday 6-8 PM</u>	8,29	Carolyn Wallace	789-1 9
<u>San Diego Tribune</u>	15,29	Dwight Dixon	276-3 6
	1,15	Jodie Pratte	565-3 7
	1,22	Gary Winters	461-3 0
	8,22	Rod Seiler	427-6 7
<u>Saturday 8-9:30 PM</u>	Every Sat.	Jim Canyon	270-6 4
<u>Best Seller 1</u>			
<u>Saturday 9:30-11 PM</u>	Every Sat.	Art Eaton	280-5 6
<u>Best Seller 2</u>			
<u>Saturday Director</u>		Chuck Love	583-3 5

NOTE PLEASE CALL (286-6645) DURING THE WEEK BEFORE AND LET US KNOW IF YOU ARE GOING TO ATTEND.



# APPENDIX H

## READING SCHEDULE

KPBS/Fm, San Diego, California + SCA Radio Reading Service + Program Log, Dec., 1975  
Page One + Monday / Saturday Morning Schedule + Format for San Diego UNION

08:58:00 Am	Turn On Equipment. Call Control Room if 'Ready' Light is off. Make sure cartridges are 'cued', ready to play by running thru machine till they stop themselves, 'pot' closed.
<p>EXCEPTION 12/15/75  ALL PROGRAMS PREEMPTED  REPEAT OF 12/24/75 PM BROADCASTS.</p>	
09:00:00	Sign On Announcement. Play 'Sign On' Cartridge. Let it stop itself.
09:00:30	Reader Identification. "Good morning, this is (Your Name) with (Coreader's name) here to bring you the news as we find it in the pages of the San Diego Union for (Give day and date)."
09:01:30	200 Years Ago.
09:02:00	Today's Weather. Local forecast, Representative temperatures across nation
09:05:00	Front Page Headlines & News.
09:15:00	Inside Section 'A' News. One should hear no turning pages to this time, and when pages are turned, both readers do it at the same time, not as the other is reading.
09:25:00	Frank Rhoades Column. Read these features consecutively, if you conclude in nine minutes instead of the 15 scheduled, use time with news from the "Local news section."
09:30:00	Goren On Bridge.
09:35:00	Billy Graham.
09:40:00	Front Page Local News. Section B. Both readers have put Section A aside.
09:50:00	Editorials and Reader's Viewpoint.
09:59:00	Station Identification. Play "Hour Break" Cartridge. Let it stop itself. Public Service Announcements. You can 'fade out' cartridge, but do not stop it.
10:01:00	Today's Sports.
10:15:00	Financial News. Monday through Friday. Religious Pages. Saturday. (There are 2 pages, read all articles possible.)
10:25:00	Dear Abbey. (Or Religious News.)
10:30:00	Life & Living Section. Jellyside Down, Heloise, Women's Page Items.
10:50:00	The Comics. Wizard of Id, Gordo, Dr. Smock, Gasoline Alley, Barney.
10:58:00	Reader Identification. "And that's the news from the UNION for this morning. This has been (your name) along with (co-reader's name) bidding you good bye until we meet on (Give your next time) Station Identification, and Today's Eleven O'Clock special (Mention proper title) and at noon, the Los Angeles Times, play "Hour Break" cartridge.
10:59:00	Station Identification.





KPBS/FM San Diego, California SCA Radio Reading Service Program Log, Dec, 75  
Page Two Monday/Saturday Morning Schedule Format of Eleven O'Clock Potpourri.

Monday (Director of Day)      Opening  
 11:00 AM

Monday	NOSTALGIA HOUR	Opening and close should be on tape, with comment recorded earlier for broadcast this day, or if live, Host can open directly.
Tuesday	POETRY CAN BE FUN	Opening and close will be on tape with program, self contained. Director for Day will have to rewind and cue up Best Seller while Times is on the air.
Wednesday	AS YET	Opening & close will be made by program, on tape. Director of Day will have to mount and cue up, and rewind and Cue up Best Seller while Times is on the air.
Thursday	SUPERMARKET ADS	Frank Brinkman does live., will make own open and close.
Friday	SIGHT & SOUND	Opening & close is on prerecorded program tape. Director of Day will mount before Union is aired, will rewind and cue BEST SELLER as Times is being aired.
Saturday	NEWS ANALYSIS	Reader assigned will do live and do own open and close.
Every day - 11:59 AM	Station Identification	Play Hour Break Cartridge, Musical Cartridge might make it easy to rewind program tape, remount BEST Seller & Cue it before Times readers begin.



KPBS/FM, San Diego, California + SCA Radio Reading Service + Program Log, Dec., 1975  
Page Three + Monday/Saturday, Morning Schedule + Format for L.A. TIMES

12:01:00 PM Reader Identification. It's a moment after high noon in San Diego, and this is (your name) with (co-reader give name) here to bring you the featured articles from today's Los Angeles TIMES.

12:02:00 L.A. Times Editorials.

12:15:00 The Newsmakers (Usually found on page 2, not always scheduled by paper.)

12:20:00 Art Seidenbaum's Column.

12:25:00 Letters to The Times. Include editorial columnists if you so desire.

12:45:00 Articles by Times Writers.

12:59:00 Reader Identification. And that's the articles from the Los Angeles Times for this date. This is (your name) and (co-reader's name) saying have a good day, and we'll be back (Give your next time on) and join us tomorrow when your Times reader's will be (Give names as shown on Reader's Assignment Schedule.)

12:59:30 Station Identification Play "Hour Break" Cartridge.  
 Start tape recorder - Best Seller should be cued, ready to go.  
 If not, play musical cartridge so Director for Day can mount best Seller and start it.

01:00:00 Best Seller Reading Tape recorded reading of last's 'live' reading of best seller.  
 Opening, close should be on tape along with station break for 2 PM identification and sign off at end of reading. Reader should have also included comment that program is recorded for broadcast at another - later time.

02:00:00 Station Identification On Tape.

02:30:00 or

03:00:00 (Approximate) Station Sign Off. On Tape.



KPBS/FM, San Diego, California + SCA Radio Reading Service + Program Log, Dec., 1975  
 Page Four + Monday/Saturday, Evening Schedule + Format for San Diego TRIBUNE.

05:58:00 PM

Turn On Equipment. Call Control room if 'ready' light is off.  
 Check cartridges to see if they are properly 'cued' to operate.  
 Put them in player and start, letting them shut themselves off.

06:00:00	Sign On Announcement.	Play "Sign On" Cartridge.
06:00:30	Reader Identification.	"Good evening, I'm (Your Name) with my co-reader (let other reader give name) ready to bring you the news as we find it in the pages of tonight's San Diego EVENING TRIBUNE.
06:01:00	The Weather.	Local forecast, representative temperatures across the nation.
06:04:30	Think It Over / William A. Ward.	(Exception, 12/24/75)
06:05:00	From Page Headlines & News.	(All Regular programming Pre-Empted.) 6:01 UNITED PRESS NEWS IN BRIEF.
06:30:00	Action Line.	6:06 THE STORY OF THE FIRST CHRISTMAS 6:30 (Approximate) <del>7:00</del> <sup>7:00</sup>
06:35:00	John Sinor's Column.	SCROGE <del>DAADA</del> + Pretaped)
06:40:00	Jack Anderson's Column	7:30 BEST SELLER (See other page ) (Usually found on Editorial page) (for format.) -
06:45:00	More News from Part One.	
06:59:00	Station Identification.	Play "Hour Break" Cartridge.
	Public Service Announcements.	
07:01:00	Ann Landers.	
07:05:00	Neil Morgan's Column.	
07:10:00	Tribune's Opinions (Editorials) Voice of the People.	
07:30:00	Erma Brombeck (or) George Stevens Family Today, Women's Page (Monday through Friday.) The Religious Pages News (Saturday)	
07:40:00	The Comics.	Peanuts, Nancy, B.C., Beedles Bailey
07:45:00	Today's Sports.	
07:58:00	Reader Identification	"So we've come to that time when we conclude the reading of the pages of the Evening Tribune. This is (your name) with (coreader's name) saying good bye until the next time, which will be (give your next time scheduled.) Station Identification, a little music, and tonight's reading of the best seller, (Name of Book) with your reader (Give name on Schedule.)
07:59:00	Station Identification	Play "Hour Break" Cartridge, musical cartridge.





KPBS/Fm, San Diego, California + SCA Radio Reading Service + Program Log, Dec., 1975

Page Five + Monday/Saturday, Evening Schedule + Format for BEST SELLER

08:02:00 Pm BEST SELLER Turn on Tape Recorder while music is playing, close musical dial as you open mike, hit stop on cartridge as you wish, to change to 'hour break' cartridge or 'sign on' cartridge.

Reader Identification    "Good evening (, I am (Your Name) with tonight's chapters of  
Disclaimer &                (Name of Book & Author). As we begin tonight's reading, it's  
Synopsis of Prior           necessary that we comment - this program is being recorded  
for broadcast at a later date and hour, and we wish to thank  
San Diego Periodicals for donating a copy of (Name of Book)  
so that we may enjoy it together. "

Disclaimer, if note    "We wish to remind you that this book has been selected by  
on book requires.       those listeners who called us when we read the reviews rating  
the best sellers. Should it's subject matter or the language  
used by the author be offensive to your conscience, may we  
suggest that for tonight, and for the nights we will be reading  
this book, that you enjoy other entertainment so we may pro-  
vide this service to those who requested it. We would hope that  
the next selection will find you, once again, enjoying the  
reading with us. "

Synopsis                "Last night, we heard (read comments of other reader).

The Best Seller, the number of pages or time suggested for the  
night. (Maximum time is one hour, 55 minutes.)

Close                "So we close another reading of (Name of Book). You may hear  
these words tomorrow, immediate following the reading of the  
Los Angeles Time, at 1 PM. Join us tomorrow night, when  
(Give name of reader for next night as noted on schedule)  
will be with you to bring you the next chapters of (Name of Book).  
We wish to thank San Diego Periodicals for donating a copy of  
(Name of Book) so we may enjoy these reading together. There's  
good listening on KPBS so enjoy the programs of NPR and your  
public broadcast station, KPBS San Diego. Join us at nine in  
the morning for News from the UNION. Till the next time  
(Mention when you'll read again), this is (your name) saying  
have a nice day, and remember some days are nicer than others,  
so be good to yourself.

Station Identification    This program was recorded for rebroadcast at another time.  
Play "Sign Off" Cartridge.

Rewind tape so it can be removed and 11 AM program mounted  
and cued. Turn off equipment.



APPENDIX I  
LETTER TO APPLICANT



PUBLIC BROADCASTING SAN DIEGO • TELEVISION 15 / FM RADIO 39.5

Dear

We are delighted that you asked to become a member of KPBS-FM's Radio Reading Service. We will soon bring your special FM-SCA receiver, needed to hear this new service over KPBS-FM. We are certain that this new service will bring you pleasure.

Because of the very special nature of these broadcasts and a requirement for certification of the listener before a set is placed, we must bother you a little for some information about yourself. Some of this information is needed for the FCC requirement and some information is needed by us, in confidence, to know you a little better and to help us plan the readings and other programming to meet the needs of the users.

We have tried to simplify this for you as much as possible with the attached application. It has three blocks for information, one at the top, a center block, and a block at the bottom.

The top block is for information about you, the user (or applicant). Please have that upper block filled out completely.

The center block is for someone else to certify that you, are print-handicapped as described in the top block. Please have someone who knows you well, fill out this part of the form and sign it. The person could be your spouse, parent, mature child, doctor, optometrist, employer, close friend, an official of a public agency, or an organization such as the San Diego Blind Center.

When the upper block with the information about yourself and the center block, properly certified, are fully made out, place the form into the enclosed addressed envelope, and mail it back to us. No stamp is needed.

A volunteer from the Telephone Pioneers (the same people who repair talking book machines) will contact you and arrange to bring the set to you.

You will be shown how to use it and how to contact KPBS-FM or the Telephone Pioneers if you have questions or trouble. The installer will have the application with him (or her) that you sent in. He or she will ask you to write your name at the bottom to show that the set was actually delivered.





There is \$15.00 yearly subscription fee to pay broadcasting costs associated with this service. If for any reason you decide within the first 30 days that you do not want this service let us know and we will gladly refund the fee. Please give the volunteer who delivers your receiver a check or money order made payable to: S. D. S. U. Foundation/KPBS Radio Reading Service.

We hope you will like the things that are read over the Radio Reading Service. Our reader volunteers are not professional newscasters or radio announcers but they all try to do their best. They are careful to "Tell it like it is" and not editorialize over what they are reading to you.

Users have asked us to include "Best Seller" Books in our schedule and we now do this each evening and repeat the next day. Many modern "Best Sellers" contain language and descriptions of events which are considered by many to be obscene. If you do not care for such books yourself or don't want to have them heard by anyone near you who might be offended, you should use discretion. If you do want to "read" these best sellers and want privacy, you could use headphones since the set has a jack for their use. Unless you have a set at hand, you must procure one yourself since Radio Reading Service does not have any.

Don't be shy about telling us about how you feel about the programs and selections read. We will continuously try to improve and add what you tell us you want as our resources allow.

Now, please get the application form upper block and center block filled out and send it back to us. We will not be able to bring your set out until we have the form back here. If you have any questions please call KPBS-FM at 236-6645. After you have been a user for some time we will again contact you to learn about how the Radio Reading Service is going over.

Sincerely,

Margaret A. Vernon  
SCA Coordinator

MV;ea



APPENDIX J  
PRESS RELEASE AND INVITATION



PUBLIC BROADCASTING SAN DIEGO • TELEVISION 15 / FM RADIO 89.5

PRESS CONFERENCE

An ANNOUNCEMENT and DEMONSTRATION of a vital and timely new service for San Diego's Blind and "PRINT-HANDICAPPED" - To air on KPBS-FM, 89.5.

PLEASE ATTEND:

TUESDAY, JULY 15 - 11 a.m.

SUITES B-G (lower level) AZTEC CENTER,  
SAN DIEGO STATE UNIVERSITY.

PARKING: FOUNDATION PARKING LOT.

Including a short presentation by:

MARGARET VERNON, CHAIRMAN, SUBSIDIARY COMMUNICATIONS

AUTHORIZATION COORDINATOR, KPBS-FM

BEN JOHNZE, PRESIDENT, SAN DIEGO FOUNDATION FOR

THE BLIND

RSVP: Laura Walcher

274-0313

286-6735



# KPBS TV 15

## For Release

July 15, 1975

Contact: Laura Walcher  
274-0313  
Margaret Vernon  
286-6431

FOR IMMEDIATE RELEASE:

RADIO FOR THE BLIND TO BEGIN ON KPBS/FM

The blind and print-handicapped people of San Diego are the target audience for a new radio programming concept to be aired over KPBS-FM beginning this August.

According to Margaret Vernon, KPBS coordinator for the project called the "Subsidiary Communications Authorization", the plan will establish a separate sub-channel of KPBS-FM, over which programs, prepared especially for the blind, will be aired.

The program in San Diego, said Ms. Vernon, arose out of an extensive survey of the blind population, conducted by the Corporation for Public Broadcasting and carried out by KPBS volunteers. The results showed clearly that the blind were poorly informed about current and cultural matters, and that as a result, they felt "out of it", she said.

Programming will begin with the reading of the two major daily newspapers, the San Diego Union and the Evening Tribune, four hours each day, seven days a week.

Special receivers, funded by groups and individuals, will be necessary to pick up the programming. The receivers will be available and distributed through the San Diego City Library, pending augmented funding for their purchase, said Ms. Vernon. It is hoped, she said, that organizations, school





districts or individuals will fund the cost of the receivers. The San Diego Foundation for the Blind will act as the funneling agent for receiving donated funds.

"We are optimistic," Ms. Vernon said, "that the community will support this new service. In addition to our KPBS volunteers, the SD Foundation for the Blind and the City Library, we already have the help of the Telephone Pioneers (a service organization of Pacific Telephone), the Braille Transcribers Guild, the San Diego District Junior Women and the Lion's Clubs. The Del Cerro Junior Women and the Coronado Junior Women recently donated funds to purchase receivers."

Possibilities for future programming include the reading over the radio of current magazines and novels, educational programs, activity calendars for the blind, and talking tours. The opportunities for bringing the blind into the mainstream of San Diego life, said Ms. Vernon, are virtually unlimited via the radio sub-channel.

Potential users for the SCA service may simply call KPBS-FM and inquire. Purchasing the receivers are the program's immediate need, said Ms. Vernon, so interested organizations or individuals wishing to donate funds for this purpose may contact the Treasurer, San Diego Foundation for the Blind.

The "Subsidiary Communications Authorization" has been established by the Federal Communications Commission, in order to provide auxilliary community services over public broadcasting FM stations.

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## APPENDIX K

## NEWS ARTICLES UPON ANNOUNCEMENT

## On Radio in San Diego

THE EL CAJON CALIFORNIAN, Thursday, Jun 31, 1973

13

*Blind Due Own Newspaper*

SAN DIEGO (AP) — Starting Friday, the blind in San Diego will be able to tune in the city's daily newspapers on their own private radios.

It's part of a program for the blind being developed by KPSS-FM, a public broadcasting station at San Diego State University.

Similar programs already exist in Seattle, Columbus, Ohio, Michigan and Minnesota.

The program is aimed at filling the information gap in the lives of blind persons, said Margaret Vernon, program coordinator.

"Our goal is to provide the same knowledge for the blind that a sighted person receives," she said.

Some 40 volunteers will spend four hours a day reading the San Diego Union and the San Diego Evening Tribune for their sightless audience.

Most international news, the classified ads and the stock tables will be omitted, she said. But little else will be left out.

"We plan to read the feature stories, local news, columnists, comics, food ads, sports and financial pages," she said.

"The food sections were a special request. People want to know where the sales are."

The show will also include information intended solely for the blind, she added.

The program grew out of a survey taken among San Diego's estimated 3,000 blind residents.

"We learned that blind people felt out of the mainstream of life," said Miss Vernon.

Conventional television and radio news shows, even 24-hour news radio stations, just can't satisfy a blind person's interests, the poll showed.

"I'm interested in baseball standings, for instance," said Jim Bousfield, a blind guitarist.

"Who goes into baseball standings on the radio?"

Nor are regular broadcast news shows enough to keep a blind person aware of current events, he said.

"I hear little blips and blurps over TV, but they don't go into things the way a newspaper does,"

he said. "And the editorial section of any newspaper is better than radio editorials. Radio doesn't do them as often."

The program will be broadcast over a subchannel of KPSS. Only those with special radio receivers will be able to hear it.

The station plans to provide the blind with a receiver for a \$15 subscription fee.

KPSS hopes to get enough funding to expand the show from four to 19 hours, with magazines, plays and current novels being added to the daily reading.

"I'm sure hope they can do that," said Bousfield.

For example, Truman Capote had a short story awhile back in Esquire that I wish I could have read.

"But there was no one around to read it to me and it'll be 1995 before the Braille people get it into print for the blind."

The program is being funded by an incentive grant from National Public Radio and is being run almost entirely by volunteers.

"I think it'll be fun," Bousfield said. "I just hope they get some readers who aren't afraid to read four-letter words. Most readers just sort of mumble through them and that's annoying."

S.D. UNION-7/16

Radio Program  
To Benefit Blind

A new radio programming concept for the blind and partially blind of the San Diego area will be aired over KPSS-FM, 59.3, starting in August.

Under the plan, outlined at a press conference yesterday, a separate subchannel of KPSS-FM will be established over which programs, prepared especially for the blind, will be aired.

Programming will begin with the reading of the two major daily newspapers, The San Diego Union and Evening Tribune, four hours each day, seven days a week.

Margaret Vernon, KPSS coordinator for the project, "Subsidiary Communications Authorization," said the plan arose out of an extensive survey of the blind population.

Results showed that the blind were poorly informed about current and cultural matters, she said.

Special receivers will be necessary to pick up the programming, she said.

Ms. Vernon said she hopes that organizations, school districts and individuals will finance the cost of receivers.

The San Diego Foundation for the Blind will act as the agent for receiving contributions, she added.

The equipment cannot be bought over the counter at any radio store, but must be provided through cooperation with the San Diego Foundation for the Blind, which will accept contributions and buy the receivers in lots. In quantities of 100, they may be purchased for \$70 to \$75, Ms. Vernon said.

The station will go on the air with 15 receivers. Two will be placed in retirement homes which have a number of blind residents, and one will go to the Blind Recreation Center.

Others will be lent to individuals 30 days, then move to another borrower.

Individuals who want to own their own receivers may contribute the cost and be assured of delivery with the next shipment.

Ms. Vernon said that since there is limited demand for the one-station receivers the manufacturers make them only on order. She also said that as demand increased, she expected the cost per unit would go down.

The program is staffed almost entirely by volunteers. The men and women who read the newspapers are all volunteers.

Ms. Vernon said they will read not only all the front page news and commentary, but the sports section, some financial news, women's news, and the columnists, particularly the humorous ones.

At a press conference at San Diego State University yesterday, she asked reporters to wear blindfolds then voices reading the paper came on the air, to give listeners an idea of how the program will go.

Program for  
Blind Offered

SAN DIEGO — At least 3,000 San Diego County residents are poorly informed about current affairs and feel "out of it."

They are the blind and "print handicapped" persons, and a new service is being provided by the public broadcasting radio service to help ease their plight.

A special subchannel of radio station KPSS-FM will go into operation in August. The first program will be reading of daily newspapers on the radio so that blind persons or those too visually handicapped to read may have the same access as sighted persons to the complete news, advertisements and other items of interest.

The program in San Diego grew out of a survey taken of blind persons. It showed a need to provide information other than the brief newscasts the blind get on regular radio programs.

The Public Broadcasting System (PBS), of which KPSS-FM and KPSS-TV are a part, has received the permis-

sion of the Federal Communications Commission (FCC) to establish a "Subsidiary Communications Authorization" (SCA).

It provides a subsidiary channel, like closed-circuit radio, which reaches the KPSS listening area on a special receiver. The receivers have to be purchased and installed at a cost of \$75 to \$85 each. But for the beginning, it is planned to distribute receivers through the San Diego city library.

The community will be solicited for volunteers and funds to purchase and distribute the receivers, as well as to get the program on a solid footing, according to Margaret Vernon, KPSS coordinator for the project.

But the first steps have been taken, and there already is support from the San Diego Foundation for the Blind, Telephone Pioneers, a subsidiary of Pacific Telephone, the Braille Transcribers Guild, the San Diego District of Junior Woman's Clubs and the Lions clubs.

S.D. EVE. TRIBUNE-7 6





## APPENDIX L INFORMATION BROCHURES

### SUBSIDIARY COMMUNICATIONS AUTHORIZATION

San Diego's noncommercial public radio station, KPBS-FM, now has the capability to provide a second simultaneous program service designed for special interest audiences. This has been made possible through a subchannel of the station's broadcast frequency, a transmission system commonly referred to as Subsidiary Communications Authorization (SCA).

As a result of an extensive survey administered by the Corporation For Public Broadcasting, KPBS-FM is committed to providing a reading service identified as Radio Reading Service for the print-handicapped during part of each day's SCA transmission.

This brochure has been developed to inform the potential audience as well as the community at large. Further details can be obtained by calling KPBS-FM, 286-6645.

#### WHAT IS SCA?

On March 28, 1955, the Federal Communications Commission published the Subsidiary Communications Authorization and created an entirely new industry. During 1960 it was satisfactorily proven to the FCC that noncommercial public radio had a growing need for the auxiliary services made possible by the Authorization. In February, 1961, the FCC authorized SCA operation by public FM stations in a manner compatible with their noncommercial status.

#### HOW DOES IT WORK?

In nontechnical terms, the FM carrier frequency might be likened to a three-lane highway, with two lanes used for stereophonic "main channel" broadcasting and the third lane or "subchannel" used for specific purposes. This subchannel of a given FM station is called its SCA channel.

To receive the SCA subchannel signal, a specially manufactured receiver is necessary. The receivers are designed to separate the desired subchannel signal from the main channel. Many SCA receivers feature a simple switch that permits the listener to select either the main channel or the subchannel transmitted by the FM station. SCA receivers are not available to the general public. According to the FCC definition, SCA is not a broadcast function but a private point-to-point communication.

#### WHO ARE THE PRINT-HANDICAPPED?

This term has been developed to define potential audiences for the Radio Reading Service and also to focus attention on the single common ground among that audience. In addition to the legally blind, the print-handicapped are persons with physical handicaps which prevent their use of the printed page as a normal source of information. Any adult who no longer finds print a valid way to keep up with the world should be a potential listener to the Radio Reading Service. For example, there are many aged Americans who may be able to pass a vision test and yet who cannot functionally handle print well enough to stay abreast of the explosion of information. Print-handicapped focuses on the one common denominator among an otherwise

broadly diverse audience: "the inability to presume that print is a normal medium of information."

#### WHY SCA FOR PRINT-HANDICAPPED?

KPBS-FM proposes that its Subsidiary Communications Authorization, or SCA channel, be used primarily for Radio Reading Service. Its purpose is not to replace the phonograph talking book nor the more recent tape talking book, but rather to complement those services. Its purpose, like theirs, is reading. It emphasizes two of radio's great strengths — its immediacy and its localism.

This will be a service which augments the existing library services to the blind or physically handicapped person, with an updated capacity to permit him to read his newspapers the day they are published and timely magazines when they hit the newsstands. In addition, they will be able to enjoy many late books and other works which have not been made available in Braille or recorded form. This service will extend his advantage — his entitlement — to a fuller life in our society.

SCA offers the logical means of filling these clearly defined needs of the print-handicapped because this broadcast system is specifically designed to reach specialized audiences with minimum expense and maximum efficiency. Also, the SCA is generally not subject to many of the copyright problems that would occur if the Radio Reading Service were a part of the normal main channel transmission.

KPBS began this service in August 1975. It is imperative that a realistic number of SCA receivers be placed in the

community to insure that the early program efforts provide a significant service.

#### WHAT WILL IT COST?

The receivers are inexpensive and virtually trouble free. Purchased separately, the average cost is from \$75 to \$85 each. Purchased in lots of 100, the price is \$77. KPBS-FM proposes that every print-handicapped individual should have a receiver available. For this reason, appeals to help finance these receivers are being made to service organizations and private foundations.

SCA transmission, like all broadcast carriers, does require an investment in staff and facilities. KPBS will look to the users to help support this service through an annual \$15 subscription fee. This fee will entitle the user to the loan of an SCA receiver and to regular advance program information.

#### AS A POTENTIAL USER, HOW CAN I OBTAIN A RECEIVER?

Simply call KPBS-FM at 286-6645 and ask for the SCA service. Your name and necessary data will be recorded. As funding is made available, these receivers will be distributed to you.

#### AS A SERVICE ORGANIZATION, HOW CAN WE HELP?

Purchase of receivers is the immediate need. Donations of any size will help. All contributions for receivers should be sent to:

San Diego State University Foundation  
Radio Reading Service  
San Diego State University  
San Diego, California 92182

Extensive use of KPBS volunteers will allow the service to operate on a limited budget while providing a sizeable scale and range of programming for the audience. We are currently recruiting and scheduling volunteers as readers, clerical helpers, technicians, and speakers for public awareness. If you have time to offer, please call for an interview.

#### SUMMARY

The KPBS SCA Radio Reading Service is in its infancy. The August 1, 1975, initial service was designed to provide a reading of the morning and evening newspapers. As the service has grown we have added additional timely publications such as current best-selling novels.

In some areas of the country, as many as 19 hours a day of programming for the print-handicapped is provided. In every instance, these services began on a small scale and grew as the audience and demand required.

KPBS can meet the broadcasting needs by depending on community involvement and support, particularly in the formative stages of this worthwhile and innovative service.

**KPBS-FM 89.5**

Design by Tanya Galt







maximum efficiency. Also, the SCA is generally not subject to many of the copyright problems that would occur if the Radio Talking Book were a part of the normal main channel transmission.

KPBS proposes to begin this service mid-summer 1975. It is imperative that a realistic number of SCA receivers be placed in the community to insure that the early program efforts provide a significant service.

#### WHAT WILL IT COST?

The receivers are inexpensive and virtually trouble free. Purchased separately, the average cost is from \$75 to \$85 each. Purchased in lots of 100, the price is \$69 to \$75. KPBS-FM proposes that every print-handicapped individual should have a receiver available. For this reason, appeals to help finance these receivers are being made to service organizations and private foundations.

SCA transmission, like all broadcast carriers, does require an investment in staff and facilities. KPBS will look to the users to help support this service through an annual \$15 subscription fee. This fee will entitle the user to the loan of an SCA receiver and to regular advance program information.

#### AS A POTENTIAL USER, HOW CAN I OBTAIN A RECEIVER?

Simply call KPBS-FM and ask for the SCA service. Your name and necessary data will be recorded. As funding is made available, these receivers will be distributed to you.

4

#### AS A SERVICE ORGANIZATION, HOW CAN WE HELP?

Purchase of receivers is the immediate need. Donations of any size will help. All contributions for receivers should be sent to: Sebastian D'Amico, Treasurer, San Diego Foundation for the Blind, 2170 Fourth Avenue, San Diego, California 92101. Extensive use of KPBS volunteers will allow the service to operate on a limited budget while providing a sizeable scale and range of programming for the audience. We are currently recruiting and scheduling volunteers as readers, clerical helpers, technicians and speakers for public awareness. If you have time to offer, please call for an interview.

#### SUMMARY

The KPBS SCA Radio Talking Book is in its infancy. The mid-summer 1975 initial service is designed to provide a reading of the morning and evening newspapers. As the service grows, additional timely publications will be added to the schedule.

In some areas of the country, as many as 19 hours a day of programming for the print-handicapped is provided. In every instance these services began on a small scale and grew as the audience and demand required.

KPBS can meet the broadcasting needs by depending on community involvement and support, particularly in the formative stages of this worthwhile and innovative service.

5



is generally not subject to many of the copyright problems that would occur if the Sounds of Sight were a part of the normal main channel transmission.

KPBS began this service in August 1975. It is imperative that a realistic number of SCA receivers be placed in the community to insure that the early program efforts provide a significant service.

#### WHAT WILL IT COST?

The receivers are inexpensive and virtually trouble free. Purchased separately, the average cost is from \$75 to \$85 each. Purchased in lots of 100, the price is \$77. KPBS-FM proposes that every print-handicapped individual should have a receiver available. For this reason, appeals to help finance these receivers are being made to service organizations and private foundations.

SCA transmission, like all broadcast carriers, does require an investment in staff and facilities. KPBS will look to the users to help support this service through an annual \$15 subscription fee. This fee will entitle the user to the loan of an SCA receiver and to regular advance program information.

#### AS A POTENTIAL USER, HOW CAN I OBTAIN A RECEIVER?

Simply call KPBS-FM at 286-6645 and ask for the SCA service. Your name and necessary data will be recorded. As funding is made available, these receivers will be distributed to you.

#### AS A SERVICE ORGANIZATION, HOW CAN WE HELP?

Purchase of receivers is the immediate need. Donations of any size will help. All contributions for receivers should be sent to:

San Diego State University Foundation  
Sounds of Sight  
San Diego State University  
San Diego, California 92182

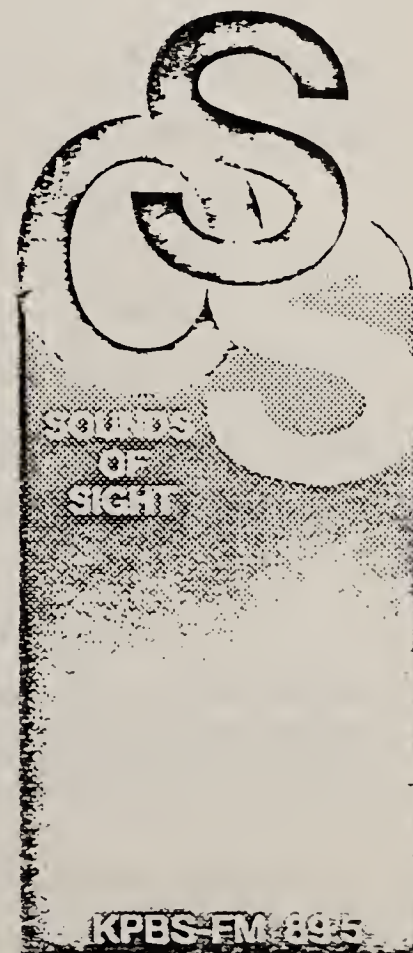
Extensive use of KPBS volunteers will allow the service to operate on a limited budget while providing a sizeable scale and range of programming for the audience. We are currently recruiting and scheduling volunteers as readers, clerical helpers, technicians, and speakers for public awareness. If you have time to offer, please call for an interview.

#### SUMMARY

The KPBS SCA Sounds of Sight is in its infancy. The August 1, 1975, initial service was designed to provide a reading of the morning and evening newspapers. As the service has grown we have added additional timely publications such as current best-selling novels.

In some areas of the country, as many as 19 hours a day of programming for the print-handicapped is provided. In every instance, these services began on a small scale and grew as the audience and demand required.

KPBS can meet the broadcasting needs by depending on community involvement and support, particularly in the formative stages of this worthwhile and innovative service.







## APPENDIX M

## UTILITY BILL ENCLOSURES

????? PRINT HANDICAPPED ?????? ATTENTION!  
 A new sub-channel of KPBS-FM is available  
 over special radios. Hear news in depth,  
 sport reviews, weekend sales, specials at  
 the market, Dear Abby, best sellers, and  
 topical periodicals. San Diego State  
 University Foundation's KPBS radio reading  
 service is anxious to locate users.  
 Call 286-6431 for more information. (OVER)

---

## KPBS-FM/RADIO READING SERVICE

IS THERE SOMEONE IN YOUR HOME WHO FINDS IT IMPOSSIBLE TO READ STANDARD PRINTED  
 MATTER BECAUSE OF A VISUAL OR OTHER PHYSICAL HANDICAP? THE RADIO READING SER-  
 VICE OF PUBLIC RADIO STATION KPBS-FM IS ATTEMPTING TO LOCATE THESE "PRINT HANDI-  
 CAPPED" INDIVIDUALS. THIS NEW SERVICE IS AVAILABLE IN THE SAN DIEGO AREA OVER  
 A SPECIAL SUB-CHANNEL OF KPBS-FM. PEOPLE USING THIS SERVICE ARE KEPT UP TO DATE  
 BY VOLUNTEER RADIO-READERS WHO READ THE DAILY NEWSPAPERS AND OTHER TIMELY PUBLI-  
 CATIONS. SPECIAL RADIOS ARE NEEDED TO RECEIVE THESE BROADCASTS. THEY ARE AVAIL-  
 ABLE ON A LOAN BASIS TO QUALIFIED USERS. READINGS INCLUDE NEWS IN DEPTH, SPORT  
 REVIEWS, WEEKEND SPECIALS AT THE MARKET, COLUMNS FROM "DEAR ABBY" TO THE DAILY  
 OBITUARIES, BEST SELLERS, PERIODICALS NOT AVAILABLE ON TALKING BOOKS, AND NEWS  
 OF SPECIAL INTEREST FOR THE HANDICAPPED. SAN DIEGO STATE UNIVERSITY FOUNDATION'S  
 KPBS RADIO READING SERVICE IS ANXIOUS TO LOCATE EACH PERSON WHO HAS NEED OF THIS  
 SERVICE. IF YOU OR SOMEONE YOU KNOW WANTS MORE INFORMATION, CALL 286-6431. DON'T  
 MISS THIS OPPORTUNITY. IT COULD WELL OPEN UP AN EXCITING NEW DIMENSION FOR YOU  
 OR SOMEONE YOU LOVE. (THIS STATEMENT IS PREPARED AND MAILED WITHOUT EXPENSE TO  
 THE CONSUMERS OF HELIX WATER DISTRICT)

News for print handicapped! A sub-channel  
 of KPBS-FM is available over special radios.  
 Get daily news in depth, sport reviews,  
 editorials, grocery ads, Dear Abby, etc.  
 Also best sellers, and items of special  
 interest. San Diego State University's KPBS-  
 FM radio reading service wants to hear from  
 you. Call 286-6645 for more information.

---

## Radio Reading Service Available

Do you know someone who finds it difficult to read newspapers and other printed material  
 because of a visual or physical handicap? KPBS-FM Radio has a special sub-channel available  
 in the San Diego area, and volunteers read the daily newspaper, news in depth, sports reviews,  
 editorials and many things that help keep people up-to-date with San Diego and the world. Up to  
 date books are read while they are still "Best Sellers".

Special radios needed to receive these broadcasts are available on a loan basis to qualified users.

San Diego State University's KPBS-FM Radio Reading Service is eager to reach those people  
 who will benefit from this service. For more information, call 286-6645.

(This insert was prepared as a public service by KPBS-FM without expense to the City of San  
 Diego.)





APPENDIX N  
LISTENER FEE REMINDER

K P B S

PUBLIC BROADCASTING SAN DIEGO

TELEVISION 15/FM RADIO 89.5

Dear Listener,

As you know the Radio Reading Service is a Non-Profit Station, depending upon donations and subscription fees in order to keep operating. Recently we have noticed that, although you have had your receiver for awhile, you have not sent us your subscription fee of \$15. This fee, paid once a year, allows us to provide service to more people and serve you better.

We understand that some listeners are on a fixed income and find it difficult to pay the fee. If it is difficult for you, please contact us at 286-6645 and we will be happy to make other arrangements. If you wish to terminate the service, please call us at 286-6645 so we can pick up the receiver.

We hope to continue and enlarge the service and we hope you are enjoying the service and if you have any suggestions we would look forward to talking with you for any reason.

Cordially,

*Margaret Vernon*

Margaret Vernon

SCA Manager



APPENDIX O  
LISTENER'S LARGE SCALE SCHEDULE

RADIO READING SERVICE - PROGRAM SCHEDULE

MONDAY THROUGH SATURDAY - DAYTIME SCHEDULE

9:00 a.m.	9:01 Sign on announcement
9:01	9:03 The San Diego Union 200 Years Ago
9:03	9:05 Today's Weather
9:05	9:15 Front Page Headline News
9:15	9:25 The other news from inside pages
9:25	9:30 Frank Rhodes
9:30	9:35 Goren on Bridge
9:35	9:40 Billy Graham
9:40	9:50 Front page stories of section "B" (locally slanted news)
9:50	9:59 Editorials and Reader's Viewpoint/Saturday, Religious news of the week
9:59	10:02 Station identification and public service announcements
10:02	10:15 Today's Sports
10:15	10:25 Financial news
10:25	10:30 Dear Abby
10:30	10:45 Life and Living, items of interest to women





-2-

10:45	10:59	Today's Comics
10:59	11:02	Various Programs
	MONDAY	The Nostalgia Hour
	TUESDAY	A Word to the Women
	WEDNESDAY	Pieces of Eight
	THURSDAY	Supermarket Ads
	FRIDAY	San Diego on Tour
	SATURDAY	Inspirational Readings/ Humorous Short Stories
11:59	12:02	Station identification and musical interlude
12:02 p.m.	12:15	Los Angeles Times Editorials
12:15	12:20	Today's Newsmaker
12:20	12:25	Art Seidenbaum's column
12:25	12:45	Letters to the Times
12:45	12:59	Critic at Large
12:59	1:01	Station identification
1:01	2:29	Best Seller - Fiction (replay of last night's reading)
2:29	2:30	Station identification
2:30	3:59	Best Seller - Non-Fiction (replay of last night's reading)



-3-

3:59

4:00 Sign off

MONDAY THROUGH SATURDAY - EVENING SCHEDULE

6:00 p.m.	6:01 Sign on announcement
6:01	6:03 Today's Weather
6:03	6:05 Think it Over
6:05	6:25 Front Page Headline News
6:25	6:30 Action Line
6:30	6:35 John Sinor's column
6:35	6:40 Jack Anderson's column
6:40	6:59 More News
6:59	7:02 Station identification and announcements
7:02	7:06 Ann Landers
7:06	7:10 Neil Morgan
7:10	7:25 Editorials and Voice of the People
7:25	7:30 Erma Bombeck
7:30	7:35 Family Today, Women's News
7:35	7:45 The Comics
7:45	7:59 Today's Sports
7:59	8:02 Station identification and musical interlude
8:02	9:29 Best Seller - Fiction
9:29	9:30 Station identification
9:30	10:59 Best Seller - Non-Fiction
10:59	11:00 Sign off



## APPENDIX P

-  
 KPBS-FM-SCA  
 - SPEAKER INFORMATION AND FEEDBACK -

To: Speaker \_\_\_\_\_ Speaker Date \_\_\_\_\_  
 Contact \_\_\_\_\_ Group \_\_\_\_\_  
 Address \_\_\_\_\_  
 Time of Meeting \_\_\_\_\_ Meal \_\_\_\_\_  
 Number Expected \_\_\_\_\_ Age Group \_\_\_\_\_ Profession \_\_\_\_\_ Sex \_\_\_\_\_  
 Microphone \_\_\_\_\_ Lectern \_\_\_\_\_ Electrical Outlet \_\_\_\_\_  
 Size of Room \_\_\_\_\_ Tables \_\_\_\_\_ Chairs Only \_\_\_\_\_  
 Time Allotted for Speech \_\_\_\_\_ Time of Your Speech \_\_\_\_\_  
 Question and Answer Period \_\_\_\_\_ Projector \_\_\_\_\_ Screen \_\_\_\_\_  
 Can Room be Darkened \_\_\_\_\_ Extra Cord for Projector \_\_\_\_\_

## FEEDBACK INFORMATION

To: Speakers Bureau KPBS-FM-SCA Attention: Ted Tate  
 From: \_\_\_\_\_  
 Speech Given to \_\_\_\_\_  
 Numbers in Attendance \_\_\_\_\_ How received: Positive Negative Question  
 Questions Asked \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Information Needed to Make Presentation More effective \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Comments/Suggestions \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Use Back for Additional Comments

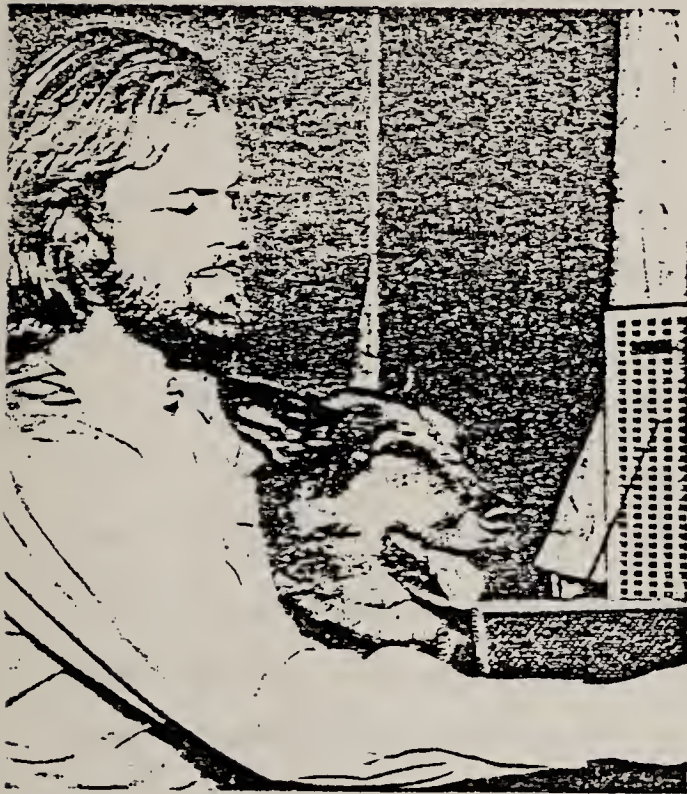




## APPENDIX Q

## A.I.D. POSTER

# Program for Blind Offered



SAN DIEGO — At least 3,000 San Diego County residents are poorly informed about current affairs and feel "out of it."

They are the blind and "print handicapped" persons, and a new service is being provided by the public broadcasting radio service to help ease their plight.

A special subchannel of radio station KPBS-FM will go into operation in August. The first program will be reading of daily newspapers on the radio so that blind persons or those too visually handicapped to read may have the same access as sighted persons to the complete news, advertisements and other items of interest.

The program in San Diego grew out of a survey taken of blind persons. It showed a need to provide information other than the brief newscasts the blind get on regular radio programs.

The Public Broadcasting System (PBS), of which KPBS-FM and KPBS-TV are a part, has received the permis-

sion of the Federal Communications Commission (FCC) to establish a "Subsidiary Communications Authorization" (SCA).

It provides a subsidiary channel, like closed-circuit radio, which reaches the KPBS listening area on a special receiver. The receivers have to be purchased and installed at a cost of \$75 to \$85 each. But for the beginning, it is planned to distribute receivers through the San Diego city library.

The community will be solicited for volunteers and funds to purchase and distribute the receivers, as well as to get the program on a solid footing, according to Margaret Vernon, KPBS coordinator for the project.

But the first steps have been taken, and there already is support from the San Diego Foundation for the Blind, Telephone Pioneers (a subsidiary of Pacific Telephone), the Braille Transcribers Guild, the San Diego District of Junior Women's clubs and the Lions clubs.

S.D. EVE. TRIBUNE-7/16

You can A.I.D. this project! Here is how!

This new service you've been hearing about is now I.R.S. and A.I.D. approved.



DONOR'S LAST NAME FIRST NAME MIDDLE INITIAL

HOME STREET ADDRESS

CITY STATE ZIP CODE

NAME OF COMPANY

ADDRESS OR COMMUNITY EMPLOYEE NO.

SIGNATURE OF DONOR DATE



A.I.D.-UNITED GIVERS ACCOUNTING OFFICE

1717 WEST SIXTH STREET

LOS ANGELES, CALIF. 90020

(213) 595-2294

SAN DIEGO STATE UNIVERSITY FOUNDATION  
RADIO READING SERVICE

COMPLETE NAME OF DESIGNATED CAUSE OR COMMUNITY OF MY CHOICE

SAN DIEGO STATE UNIVERSITY, SAN DIEGO, CALIFORNIA 92182

ADDRESS OF CAUSE

ANNUAL DOLLAR Amount of THIS Designation \$

THIS DESIGNATION IS FOR A PERIOD OF ONE YEAR ONLY. YOU MAY REDESIGNATE OR CHANGE YOUR DESIGNATION EACH YEAR.

ACKNOWLEDGEMENT REQUESTED PLEASE CHECK: YES NO

THANK YOU VERY MUCH. THE SERVICES RENDERED BY US WILL BE GREATLY BENEFITED BY YOUR SUPPORT. YOUR CONTINUED MEMBERSHIP IN A.I.D. WILL INSURE PAYMENT IN FULL OF THIS PLEDGE.

SIGNATURE OF DESIGNATED CAUSE

FOR OFFICE USE ONLY

AID FORM 14-71

31



## APPENDIX R

## BENEFIT CONCERN AND PRESS RELEASE



PUBLIC BROADCASTING SAN DIEGO • TELEVISION 13/ FM RADIO 50.5

May 12, 1976

Contact: Laura Walcher  
274-0313GEORGE SHEARING CONCERT TO BENEFIT KPBSREADING SERVICE

## FOR IMMEDIATE RELEASE:

Blind jazz musician George Shearing will boost San Diego's blind when he plays a benefit concert for the KPBS Radio Reading Service, May 21, at a noon luncheon at the Little America Westgate.

KPBS's Radio Reading Service, under way since August, 1975, operates on a special sub-channel over which volunteers read the daily newspapers, current best sellers and magazines, and produce special programming for the blind and print-handicapped. The programming is aired over receivers which cost approximately \$65 each . . . more than 150 blind persons are currently on a waiting list for these receivers.

The event, announced as an informal "conversation and performance", has been coordinated by Mrs. John (Jacki) Taylor, a KPBS volunteer. Dr. Brage Golding, President of San Diego State University, and Mrs. Golding will host the luncheon. Honored guests will include Mr. Clayton Brace of KGTV (which was instrumental in sponsoring the event) and Mrs. Brace.

The Rue James Russell Trio, of San Diego, will play during the cocktail hour.

# # # #







APPENDIX S  
RADIO ACCESS FOR DISABLED ARTICLE

## Radio voice for the disabled



Photo by Richard Watkins

*Lillian Traub discusses Radio Reading Service with Dave Jordan.*

by  
Frank McGovern

Employment information, sexuality, sports, and an action line are only a few of the programs on "Radio Access for the Disabled", San Diego's newest communication medium.

An expansion of KPBS' Radio Reading Service, the new programming is bringing new and needed discussion into many homes of the county's physically disabled. The innovative project, unique in the country, began its airing last month over the same sub-channel of KPBS-FM as the Radio Reading Service.

Made possible through a grant of \$100,000 from the Department of Health, Education, and Welfare's (HEW) Office of Rehabilitation, "Radio Access for the Disabled" is an experiment which, if successful, could serve as a national model in rehabilitation broadcasting.

Margaret Vernon, director of the Radio Reading Service, said at a recent news conference announcing the new program, the HEW grant is to develop, implement, and evaluate the need for special broadcasting to the disabled.

Lillian Traub, named by Vernon as program development specialist for "Radio Access for Disabled

persons", is excited about the possibilities it presents. She discussed what she's hoping for.

"Our objective," she explained, "is to provide information which people can use to proceed with their own rehabilitation." That information is coming in a wide variety of programming that will grow to four hours a day.

Educational programs for fun and eventually for credit are scheduled for the service's disabled audience. Job seeking skills and employment opportunities will make up an important part of the future programs. Employers are now being asked to alert the station to openings they have. Home-bound business opportunities will also be discussed.

"Sexuality is a subject which has just recently come out of the closet," Traub remarked. Conventional broadcast media, because of a general audience, cannot get involved in this traditional taboo. "Because of our specialized audience," she added, "we will be able to deal with such subjects."

A classified bulletin board presents an exchange of ideas, services, and materials, as well as household hints for the audience. Public service programs are keeping listeners abreast of services offered by the many agencies in the

county.

A very exciting proposal for future programs is a talent showcase of the disabled community spotlighting poetry, prose, and music of disabled artists.

"We also expect to organize a drama group," Vernon announced. This group will perform dramatic pieces for the radio audience.

The "action line" looks at recurring problems within the community. The legality of restricted accessibility in public places was the question of one listener already.

Some live programs give listeners the opportunity to call in their comments in what Traub described as a "Ring-back" format.

As the project progresses, evaluation of the programming is being done on a regular basis. Periodic polls of the listeners give program designers continuing feedback on strong and weak spots in the programming or format. An advisory board has been formed. Made up of representatives of the disabled community, it will add guidance to the project.

The Radio Reading Service for the Visually Handicapped began in July of 1975. In the last 15 months programming has expanded to 17 hours each day with volunteer readers sharing events and information from local and national publications, as well as presenting selected books.

Listeners must have a special receiver attached to a regular FM radio to receive the sub-channel broadcasts. There are now about 400 receivers throughout the county. The HEW grant has provided another 500 of these receivers to expand the listenership to a wider variety of physically disabled.

Vernon said the receivers will go out to any disabled person wanting one. There is a \$15 per year subscription fee. Anyone wanting more information or wanting to get a receiver should contact KPBS Radio Reading Service at 236-6645.



APPENDIX T  
PHONOGRAPHIC INFORMATION RECORD

Demonstration soundsheet included in pocket in back cover.





## APPENDIX U

## LISTENER'S ANNIVERSARY REMINDER

K P B S  
PUBLIC BROADCASTING SAN DIEGO  
TELEVISION 15/FM RADIO 89.5

Dear Listener,

On August 1st, 1976, the Radio Reading Service celebrated its first birthday. We've come a long way since those early days, and we greatly appreciate your interest and support.

As you know, the yearly subscription fee helps us both to operate and to enlarge the service. Now that you have had your receiver for a year, would you help us again by renewing your subscription fee of \$15 as soon as possible.

When filling out your check or money order, please make it payable to:  
KPBS-FM Radio Reading Service, KPBS-FM  
San Diego State University, San Diego,  
Ca 92182.

Again we appreciate your support and encourage you to take an active part in making our service effective and enjoyable. Please call us for any reason at 286-6645. It is important to us to hear from you.

Cordially,

*Margaret Vernon*  
Margaret Vernon  
SCA Manager





## APPENDIX V

Attachment "C"

RESOLUTION  
BOARD OF DIRECTORS  
MEETING  
THE CORPORATION FOR PUBLIC BROADCASTING  
Adopted January 14, 1976

Whereas, the Board has received a Report of the Project on Radio Services for the Print Handicapped;

Whereas, the Board has a continuing interest in radio services for the print handicapped and endorses the actions that management has already undertaken to effect some of the recommendations of the Report of the Project; and

Whereas, the Board recognizes that although radio services for the print handicapped are primarily local in nature and consequently should be supported through local initiatives, a certain degree of involvement, support and encouragement on the national level is appropriate, and in some cases essential;

Now, therefore, be it resolved that:

The Board strongly endorses the concept of a pilot project to investigate the potential and problems of distributing programs for the print handicapped on a more than local basis, to be conducted under the aegis of National Public Radio and in accordance with the recommendations of the Report of the Project on Radio Services for the Print Handicapped. The Board encourages management to seek financial support for the pilot project from outside sources and encourages management to work closely with the pilot project staff in appropriate areas.



## APPENDIX W

## SAN DIEGO ON TOUR NEWS ITEM

# In-Flight Insights Aid Blind

SAN DIEGO, CALIFORNIA, THURSDAY MORNING, NOVEMBER 13, 1975

PAGE A-21

By BETH MOHR

## The San Diego Union

When Elena Horwedel arrived at Lindbergh Field yesterday, she refused the offer of a wheelchair to take her from the ticket counter to the gate.

"Someone else might need the wheelchair. I would like to walk," she said.

Mrs. Horwedel is dark-haired, petite, pretty and totally blind. To have taken a wheelchair would have destroyed her reason for being at the airport.

### WEEKLY BROADCASTS

She was helping to record KPBS-FM radio's initial "Talking Tour," a series of weekly broadcasts to begin Dec. 3. It will explain activities at various centers of interest and public facilities in San Diego.

Sharing program duties with her was Paul Henri, commentator.

"Elena will tell what she senses and ask about things she considers important," Henri said. "I will explain what I see with my eyes."

"Other blind who hear the program will share my experiences and, hopefully, learn from what I 'see,'" Mrs. Horwedel said.

Mrs. Horwedel "saw" much more than most sighted persons hurrying through the airport to board a plane.

How many women have noticed that there is a barbershop, but no beauty salon at the airport? Mrs. Horwedel did.

### METAL DETECTOR

She discovered that a hand span separates the grill work in the walk-through metal detector at the security check station, knows how it feels to wear an oxygen mask, realizes that the air vent above the passenger seat is similar to a radio dial and learned to make coffee in the 707 galley.

Walking through the plane's cabin with stewardess escort, Bonnie Krogh, Mrs. Horwedel used her cane to learn that the aisle is "about 2 or 3 feet wide."

Pausing at about the middle of the cabin, she asked, "Are we near a door?"

She happened to be standing almost opposite the emergency exit doors. With Mrs. Krogh's help, Mrs. Horwedel learned the operation of the doors through touch.

Would a blind person want to learn to lower window blinds? Mrs. Horwedel would, being concerned about the sun in a fellow passenger's eyes and in the event she might want to block the sun's heat for herself.

### AISLE SEAT

"I would sit on the aisle, though, and let a sighted person enjoy the window seat."

Plane flight is not unfamiliar to her. A member of the National Federation for the Blind, she has flown to federation meetings in Los Angeles and San Francisco.

There was one place on a plane Mrs. Horwedel had never visited until yesterday — the rest room.

Her question on entering the room was:

"How does the door lock?"

Her comment on leaving was:

"You will never get lost in there."

### 50,000 STRONG

She will be a bit more informed on future flights, undoubtedly to include other National Federation of the Blind meetings. She is proud of the organization: "We are 50,000 strong."

Mrs. Horwedel and her husband, Terry, are parents of two sons, Rolland, 6, and Bobby, 10 months. She also is a senior majoring in psychology at San Diego State University.





## ABSTRACT



## ABSTRACT

Sightless and others who cannot use printed matter suffer from a loss of information. In addition to aids to mobility and communications, demand for current topical information resulted in a unique solution. Frequency Modulation formed the basis for the solution. The sub-channel of an FM station provided a low cost, semi-private means of communication which the Federal Communications Commission defined as Subsidiary Communication Authorization, or SCA.

A group wanting to provide such service had to convince an FM station to add SCA and then arrange to finance the capital investment and operational expenses.

Readings of daily newspapers, current best sellers, and special items of interest to handicapped are broadcast over SCA to persons with special receivers.

Minnesota's "Radio Talking Book" and the Philadelphia "Radio Information Service," two successful existing systems, had been financed with private and public funds. At San Diego State University the first SCA service for print-handicapped in California, sponsored by Public Broadcasting Station KPBS-FM, went on the air August 1, 1975. An incentive grant, which helped during the first year's development, came from



the Corporation for Public Broadcasting.

Authority for SCA use was the FCC rulings granting concessions for such purposes. The ruling that SCA was not typical broadcasting but a point-to-point communication in which the listeners were known and controlled by the broadcaster through the loan of special receivers was essential.

KPBS-FM arranged its transmitter and control room for SCA, loaned equipment and furniture for the studio and office, obtained FCC approvals, and evaluated the special receivers. SCA receivers were crystal controlled but needed very clear audio output.

KPBS's limited funds forced reliance on volunteers and local fund raising. A dynamic person, able to motivate volunteers and raise funds, was identified as SCA Coordinator.

Working through the KPBS Volunteer Corps, San Diego Foundation for the Blind, the Telephone Pioneers, and others, she developed a team of administrators and readers, arranged for donations of newspapers and best sellers, and set up a blind Advisory Council.

Media publicity, informative talks and brochures, and utility bill inserts helped development. Listeners grew from twenty on August 1, 1975, to one hundred and fifty-seven at the end of the first December.





Fund raising efforts raised \$22,819 during the first fourteen months. Broadcasts grew from four to thirteen hours a day. Service to the physically handicapped, through an HEW grant which created "Radio Access for the Disabled," pioneered a new use of SCA.

Over-the-air Advisory Council meetings were held, and a demonstration soundsheet for record players was produced. Receiver placement and installation problems were solved by Telephone Pioneers.

Listeners averaged beyond middle age, some grouped at rest homes. One listener's survey showed that the majority approved the programming.

Shoestring operation was proven possible until funds from the HEW grant expanded staff and listeners. New challenges were met and problems solved with public agency support.





HV1768 Theodore, John Andrew. c.1  
T342 THE IMPLEMENTATION OF A  
RADIO READING SERVICE  
FOR THE PRINT-HANDICAPPED  
AT KPBS-FM...

Date Due (1977)

HV1768 c.1  
T342 Theodore, John Andrew.  
THE IMPLEMENTATION OF A RADIO  
READING SERVICE FOR THE PRINT-  
HANDICAPPED AT KPBS-FM...  
(1977)

DATE	ISSUED TO
Reference Copy	
<del>6-2/2/78 Chase</del>	

AMERICAN FOUNDATION FOR THE BLIND  
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